Ringling Bros and Barnum & Bailey CIRCUS

MAGAZINE and DAILY REVIEW

SEASON OF 1937

10¢

In This Issue—
NOTABLE FEATURES
by EMINENT CIRCUS AUTHORITIES
Covering THE GREATEST SHOW ON EARTH
From Every Viewpoint

You need this throat protection too!

...That only a light smoke offers

The stars of the radio have to protect their throats—naturally. But keep in mind that your throat is just as important to you... be sure you have a light smoke. You can be sure Luckies are a light smoke because the exclusive process, "It's Toasted", expels certain natural impurities harsh to the delicate tissues of your throat. So follow the stars to a clear throat! Choose Luckies.

a light smoke OF RICH, RIPE-BODIED TOBACCO—"IT'S TOASTED"

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THE BIG SHOW IN THE PEN WORLD

—*The Pen with* TELEVISION *Ink Supply*

Miss Concello, daring aerialiste of the famous "Flying Concellos," is the only woman in the world to do a 2½ somersault.

Now the Official Pen of This Circus!

Ringling Bros. Has Bought Over $4,000.00 Worth of These Miracle Pens

Not only is the revolutionary Parker Vacumatic the official Pen of this Circus, but because it is the star performer in the Pen World, all America has voted it the national favorite—by 9 to 4.

"This laminated Pearl Beauty," says Antoinette Concello, who daily defies death on the high trapeze, "gets a big hand from all who use it. I keep mine busy almost constantly—writing letters, signing autographs, making entries in my personal diary—yet it never runs dry against my will. When I hold it up to the light, I can see the ENTIRE ink supply. And writing with its Scratch-proof Point of Platinum and Solid Gold is like floating through space on the flying trapeze."

The Parker Vacumatic contains no rubber ink sac. It is a *Sacless* pen. But unlike other sacless types, it contains no squirt-gun piston, no eye-dropper air-bulb. There is nothing to fail—nothing to render it useless in service.

Its filler is based on a simple recoiling Diaphragm—so wholly different and basically better that U. S. and foreign governments have granted Parker patents. Its working parts are sealed in the top, where ink can never touch them—never corrode or disable them. That's why this sacless marvel is GUARANTEED mechanically perfect.

Go and see this new creation at any good store selling pens. You can tell the genuine Parker Vacumatic by the smart ARROW clip—a clip that holds this laminated beauty low and SAFE in the pocket, handbag or sweater. Look for it. The Parker Pen Co., Janesville, Wis.

New Ink Makes Your Pen a Self-Cleaner

Write with Parker *Quink*—the new quick-drying ink that dissolves deposits left in your pen by ordinary inks. Makes your pen work like a charm—a Parker or any other pen. Get *Quink* today at any store selling ink. 15c, 25c and up.

Parker VACUMATIC

REG. T. M.

GUARANTEED MECHANICALLY PERFECT

$7.50

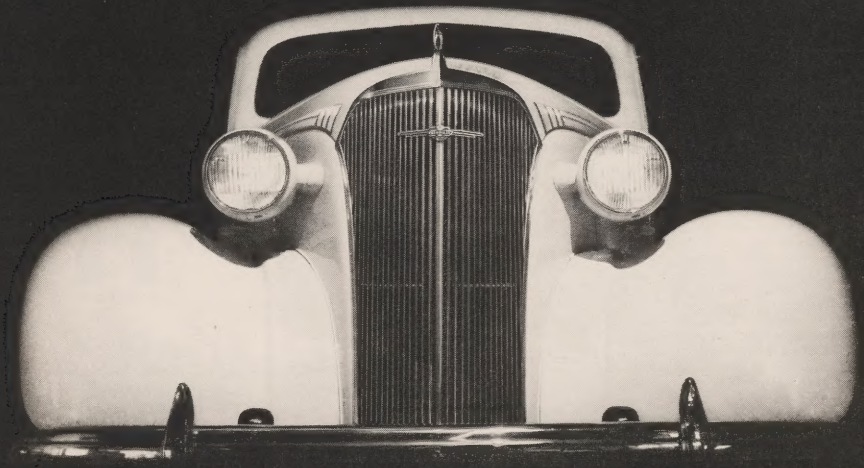
Junior, $5; Over-Size, $10 *Pencils, $2.50, $3.50 and $5*

STARRING IN *Style*

Standing out prominently and proudly among the new cars—*starring in style*—is Chevrolet for 1937. It proves, once and for all, that beauty in a car depends on *design* rather than on dollars, and that true distinction springs from *car-personality* rather than from price. Outstandingly beautiful, this new Chevrolet is also outstandingly fleet and spirited, and, of course, outstandingly thrifty. It is *the complete car, completely new*, and it is causing a complete revision in the buying habits of many families that formerly paid much more money for their motor cars.

CHEVROLET MOTOR DIVISION
General Motors Sales Corporation
DETROIT, MICHIGAN

CHEVROLET



THE COMPLETE CAR · COMPLETELY NEW

Managing Editor,
HARVEY A. MAYER

Assistant Editor,
ELBRA PULVER

Ringling Bros and Barnum & Bailey CIRCUS

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CIRCUS BOY MAKES GOOD . . .

Meet Courtney Ryley Cooper, a Man of Whom the Big Top World is Proud

EDITOR'S NOTE: Courtney Ryley Cooper has long been known as the "official story-teller of the circus." A runaway boy at fifteen, he joined a small circus in the midwest as a clown, and although he left the show soon for the newspaper business, he never lost his love for the life of the sawdust. Later he returned to the business to become a press agent for one of the larger circuses, a post which he held for five years.

During this time he was a friend and confidant of Buffalo Bill and he drew heavily upon the memories of this association when he recently wrote the splendid motion picture, "The Plainsman."

After his baptism in the field of press-agentry, he served his circus in the capacity of general manager. Upon leaving that organization he spread his affections to other shows, particularly the Ringling Bros and Barnum & Bailey Combined Circus, where he is a frequent and welcome visitor. For the sixteen hundred people with The Greatest Show on Earth are proud of Courtney Ryley Cooper and they regard him as a true friend and champion.

He is the author of some five hundred circus stories, which have been published in the Saturday Evening Post and other leading periodicals. Three circus books, each an outstanding success, have further established Courtney Ryley Cooper in the post of America's Number One Circus Writer. They are, "Circus Day," "Under the Big Top," and "Lions n' Tigers n' Everything."

COURTNEY RYLEY COOPER IN HIS WORKSHOP—A Setting Reminiscent of the Life He Loves.

—Photo by Charles Phelps Cushing

BEHIND THE SPANGLES

By

COURTNEY RYLEY COOPER

SO NOW you're all settled in your seats, with the hippodrome track cleared of its last hurrying patrons, the "juice joint" vendors shouting the fact that it's a hot afternoon, or night, and that you should have "tha-a-a-at c-o-o-o-o-l lemonade." Soon will come the blare of a bugle from over there beside the bandstand. Then, flooding into the big top will march the multicolored spectacle that is known in the circus world as "tournament"—an opening procession displaying the tremendous circus personnel of people and animals and bespangled costumery. And following this, to the uninterrupted music of the band, the whistle of the equestrian director, the thud of hoofs, the tooting melody of the calliope and the roaring and grunting vocalizations of the menagerie performers, the tremendous program will unfold before you. You will enjoy it—if you do not, then something of romance has gone from you, for it is of romance that the circus was born. But I wonder if you would not enjoy it more if you knew some of the things which came to pass that this circus might present itself to you—the labors, the planning and work and effort, the combined thought and direction necessary to send a gigantic enterprise like the Ringling Bros and Barnum & Bailey Combined Circus from city to city on its annual tour of America.

To the average person, the circus season starts some time in the spring, when, full blown and freshly painted, a slumbering giant of amusement rouses itself from its winter rest and starts forth upon the road. The truth is vastly different, for, to the circus itself, that season started way back in the chill days of last December. Then it was, with everyone else but circus people thinking of skiing and sledding and Christmas delights, that the work began which now brings you the "gay, glittering, glamorous and glorious galaxy of fun and amusement, called the cir-r-r-r-cus."

Then it was, for instance, that Pat Valdo, international talent scout, started forth upon a journey which might encompass a large part of the globe. His job was to search throughout Europe and even Africa and Asia if necessary, to find new features which he might bring here for this season's performance — strange animals, new acts, weird people, such as the Ubangis or the Long-Necks which were a feature several seasons back. Then too, it was that Roland Butler, head of the circus press department, began to write new advertising copy, draw pictures and make new designs—for it is by the colored posters which cover every barn and billboard that a circus informs the populace of its many new features, and these must be conceived and printed months ahead.

And it was about this time too that the costume designers got busy, to fashion new blankets for the elephants and camels, new trappings for the horses, yes and even new designs for things behind the circus scenes, things you may never see—railroad cars, wagons, the mechanical paraphernalia by which the circus lives. To understand what the big show accomplishes in moving from town to town, one must compare it to perhaps a tremendous department store which conducts an all-day sale, then packs up to its last box and bale, loads itself on a train, travels a hundred miles or so, arrives in a new town, sets up shop and is ready for business within a few hours. And behind all this activity, the thought and planning and work which go into the labors of a hard winter, the management, the skill, the executive ability which controls the minds and alertness of a traveling city full of people, is the genius of one man—Sam W. Gumpertz. That name to show

LETTERS THAT LURE

It was a great day, a gay day, when Courtney Ryley Cooper visited the winterquarters of the Ringling Bros and Barnum & Bailey Combined Circus.

Brave tales, merry trouping tales were told by "Coop", the Kipling of the circus, and here in the wardrobe department, where he has been praising the gorgeous settings, the lighting and costuming of India, the new opening spectacle of the Big Show, the photograph shows him spinning the famous yarn of Sam Gumpertz' stuttering Somali butler. To aid in the display of a set of trappings and its complementing costume, Mrs. I. W. Robertson, executive secretary to the general manager, obligingly mounted a "spec" horse. Standing, left to right: Courtney Ryley Cooper; Roland Butler, general press agent; Frank Braden, widely known story man; Sam W. Gumpertz, vice president and general manager; Pat Valdo, director of personnel, and I. W. Robertson, the show's treasurer.

folk is one of history. It is remindful of years spent at Coney Island in the absorption of the psychology of amusement-loving people. It has traveled the Atlantic and the Pacific in a search for novelty and the unusual. It prevails throughout the business of running a big circus, right down to its most minute detail. For here in the Ringling Bros and Barnum & Bailey Combined Circus, it is the brain of Sam Gumpertz which dictates the major moves, the solutions of portentous problems—as well as the decision as to whether the elephant in the opening spectacle shall be decorated with gold paint or silver.

And what a job it is to be the boss of all the tasks necessary to bring the circus to your town. You, who now take your place in your seat to await the performance, look upon the big show as something which comes out of the night, magically unfolds itself upon a circus lot, gives two performances and then as magically fades away into the darkness. But something more than that has happened.

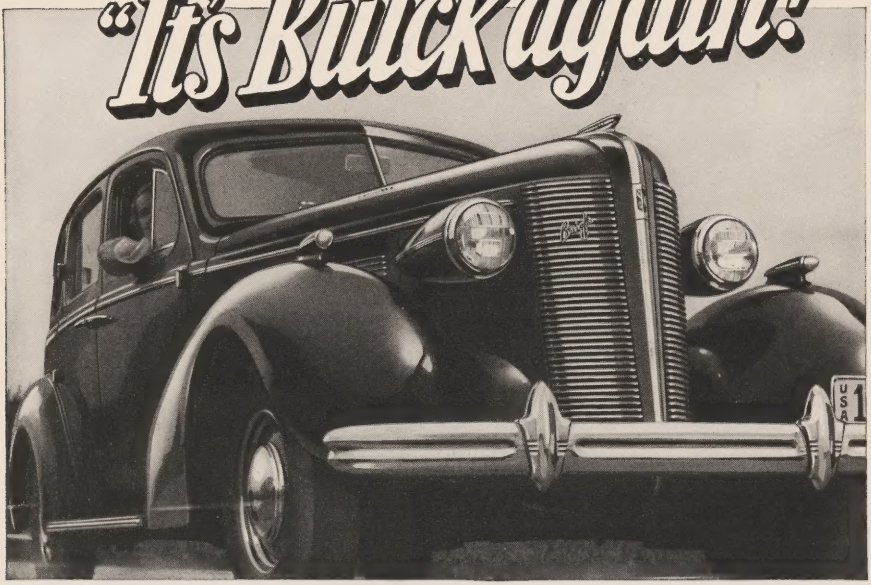
It requires one hundred and twenty-five persons, for instance, just to handle the preliminaries of bringing the circus to your town. There are advertising crews numbering nearly a hundred billmen. There are the banner tackers, the card distributors, the bill-posters, the lithograph men, the press agents, the contractors who make arrangements for the show grounds, licenses, provisions—

And after this advance guard there are the checkers, whose job it is to see that other men have done the work allotted them. Then there are the "twenty-four hour men," so called because they precede the circus by that length of time, but who often really work in stretches of a full day and night that they may complete every possible arrangement. There are the train crews necessary to haul a hundred 76-foot railroad cars—four complete trains—the hundreds of men needed to unload and load these trains again, the working crews, and canvasmen and loaders and seat men and plank men—

All this means work, but work that is someway strangely enjoyable. Perhaps it is because the circus is a world unto itself. Perhaps it is because there is nothing as beautiful to a

[*Continued on page* 52]

Can't get around it.. "It's Buick again!"



GO EASY on your accelerator pedal when you see this trim beauty out in front! This man's got the plenty-power of a Buick valve-in-head straight-eight engine at his command — if you go around it'll be at his courtesy. And don't get too close — for his tiptoe hydraulic brakes are quick and sure and straight-line in their action — better give yourself plenty of stopping space for safety's sake. Better yet — get in a Buick yourself. Then at least you'll be a match for the leader—and far ahead of the rest of the crowd in power, steadiness, comfort, style. Prices are now at the lowest level in all Buick history.

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

NOTE — NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES: *Valve-in-Head Straight-Eight Engine...Anolite Pistons...Aerobat Carburetor...Sealed Chassis...Torque-Tube Drive...Unisteel Body by Fisher...Tiptoe Hydraulic Brakes...Knee-Action Comfort and Safety..."High Output" Generator... Jumbo Luggage Compartments... DoubleStabilization...SafetyGlass.*

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

LOWEST PRICE EVER ON A BUICK 4-DOOR SEDAN!

Today's price for a Buick 4-door sedan is the lowest in all Buick history—and you get longer wheelbase —greater power—valve-in-head thrift—straight-eight smoothness — roomier body — safety glass all around — bigger luggage compartment — and immeasurably greater performance, comfort and style! See your dealer for low delivered prices, and see what a buy Buick really is, compared to the average six outside the lowest price field.

GENERAL MOTORS TERMS TO SUIT YOUR LIKING

SPRING and the CIRCUS COME TO MANHATTAN

Immediately recognized as a circus classic when it appeared in this publication last Spring, this article is reprinted by popular request.

—The Editor

The Ringling Bros and Barnum & Bailey Combined Circus Opens Its Annual Tour with Its April Engagement in New York's Madison Square Garden, Formally Heralding the Vernal Season. Where the Show Goes and How It Moves

By
FRANK BRADEN

DID you ever see Spring walking? Well, New York has—and will—so long as babies are born. Spring walks down First Avenue and westward on 49th Street to Madison Square Garden each early April in the ponderous persons of some fifty hulking elephants—heaviest of the 800 performers with the Ringling Bros and Barnum & Bailey Combined Circus.

Yes, Spring walks in Manhattan, for the circus officially proclaims the vernal season's arrival, and the elephants are the sign and symbol. And so it will be so long as babies are born and grow into children, for children are the inspiration and the life of the circus. And, even though there are two to four adults with each child in the Big Show's audiences the country over, that changes the situation not at all—for these adults are still children; at least, when the circus comes to town. And aren't we all?

Towards the last of March the long, silver-hued railroad trains of The Greatest Show on Earth leave the circus winter quarters at Sarasota, Florida, where, for over four months, five hundred men and women have been hard at work making the huge troupe ready for its annual spring opening in Gotham.

Rehearsals have been called, and Madison Square Garden becomes mecca for the people of the big top. For weeks, newly engaged European acts have been disembarking from liners to await these rehearsals. From other countries, especially the Argentine, Australia, China and Japan, come more troupes of acrobats, aerialists, wire dancers, equilibrists and riders. From all parts of the United States the artists of the Big Show head toward the Garden, while on the circus trains, steaming northward from the palm fringed beaches of Florida's West Coast, are hundreds of other performers—artists who have made their winter homes near that of the circus and have practiced daily in the ring barns and on open air riggings on the sunny winter quarters lot of the show.

All look forward to reunions in the Garden. All look forward to the new season. Life begins again at 8:20 opening night, when to the stirring crash of the Big Show massed bands, the opening spectacle of the performance swings into the hippodrome track and rings and stages, and another tour of America is inaugurated.

And so the annual Madison Square Garden engagement is under way. It will run about a month, followed by a week in Boston Garden.

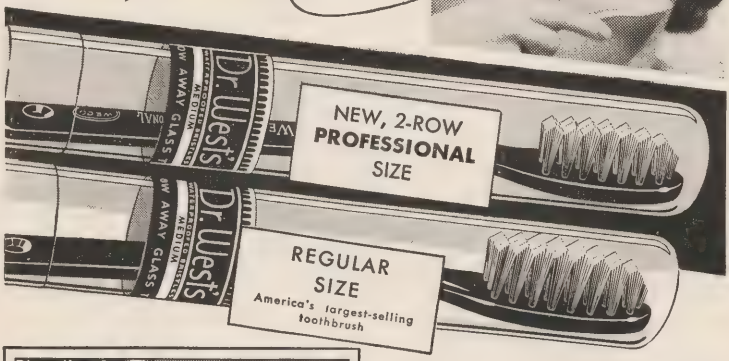
As the show moves in two trains from New York to Boston, two more trains leave the Sarasota winterquarters, loaded with the great tented city that houses the 1600 people and 2000 animals for the "under canvas" season, which starts the week after Boston on the lot in Brooklyn. The two trains reach Brooklyn railroad yards about mid-week. Steaming into the yards from Peru, Indiana, where they have been enjoying an exhilarating climate during the winter months, come in a long section of circus stock cars the draft horses of the show. They

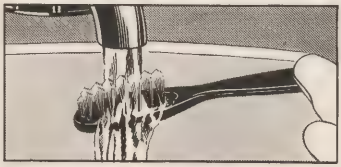
[*Continued on page* 58]

No tooth surface can escape DR. WEST'S

Professional BRUSH

New..Smaller.. Faster!





ANTI-SOGGY! EVERY BRISTLE WATER-PROOFED *Ordinary* bristles get limp and *soggy* when wet—*cannot* keep teeth clean. In DR. WEST'S *Professional* brush, as in DR. WEST'S *regular*-size brush, the world's costliest bristles are *water-proofed* by an exclusive, patented process. These brushes *cannot* get *soggy*—keep teeth brilliant-white.

● NOW YOU CAN KEEP your teeth really clean, brilliant-white with much less effort than ever before!

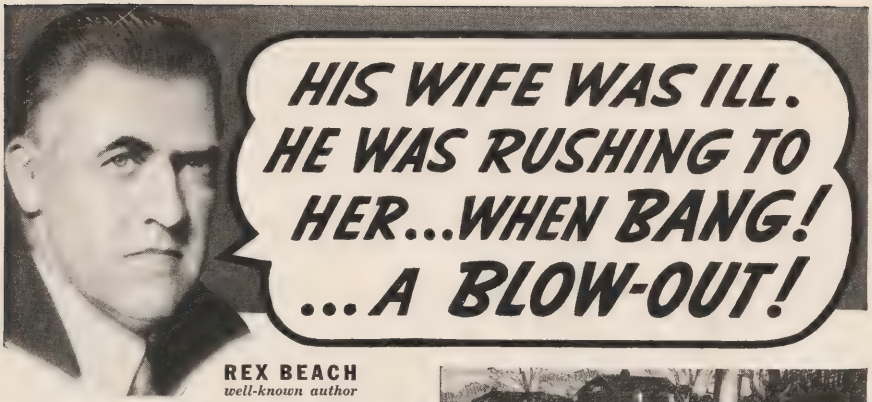
With this remarkable new toothbrush — Dr. West's Professional — you reach every surface, every crevice of your teeth far more easily. It brings you all the famous Dr. West's features in a new smaller size that dentists are recommending.

Like Dr. West's celebrated regular-size brush, this new Dr. West's Professional is anti-soggy—made of the costliest bristles, water-proofed. It has the correct Dr. West's design and shape—in a smaller, even more practical size. It comes sealed in glass, surgically sterile.

Throw away your old soggy toothbrush! For easier, more thorough cleansing, for whiter teeth get a Dr. West's Professional Brush today!

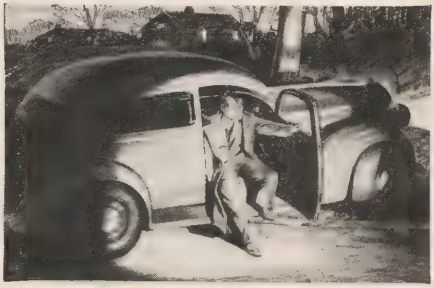
DR. WEST'S *Water-proofed* BRUSHES 50¢ EACH

THE GREAT ALOYS, culminating a series of breath-taking feats high in the air by a terrific drop through space with his head in a hangman's noose



REX BEACH
well-known author

Read REX BEACH'S thrilling True Story of the man who is living on "Borrowed Time"



"The car leaped out of control like a wildcat—just missed a telephone pole."

"HURRY! Your wife is ill!" Constable Stilling leaped into his car—'20—25—30—35—40' read the speedometer. It was nine-thirty at night. There was no time to spare. 'Faster! Faster!' And then—without warning—BANG! A blow-out! The car leaped out of control like a wildcat—swerved to the left—just missed crashing headlong into a telephone pole!

Escaped By Inches

Yes, Constable Stilling, of Philadelphia, came within an inch of never reaching his home. But Lady Luck smiled that night—and the extent of his injury was a wrenched shoulder. Some miracle had saved him. As he, himself, says: "I feel now that I am living on 'borrowed time.'

Altogether too often, screaming headlines carry tales of disaster wrought by blow-outs. From reliable sources I have been told that thousands are killed or injured when blow-outs throw cars out of control. And small wonder.

Just stop to consider what happens to your tires when you're skimming over the pavements at 50, 60 miles an hour.

Naturally the heat generated is terrific, and you're totally unaware of it because the trouble begins *inside* the tire. A tiny invisible blister may form between the rubber and the fabric. Just a little thing to begin with, this blister keeps getting bigger and BIGGER and the worst part is that you don't know it's there until BANG! And then it may be too late.

It's a fact that engineers are doing everything in their power to make driving safe. But it seems to me that as far as tires are concerned, the greatest single contribution has been from Goodrich engineers. They have developed a real blow-out protection called the Golden Ply, found *only* in Goodrich Silvertown Tires.

It is a layer of special rubber and full-floating cords, scientifically treated to resist internal tire heat. You can easily see what this means. Blisters don't get a chance to form between the rubber and fabric inside your tires . . . and that means blow-outs due to this heat don't get started.

That's certainly one protection everyone should invest in—especially when Silvertowns, I am told, are priced lower than many other super-quality tires.

Don't YOU Take Chances

You can be sure that Constable Stilling doesn't take any chances with his tires these days. He's ready for any emergency and so are his Goodrich Silvertown Tires.

Here is another enrollment in the ranks of safe drivers who feel that tires which protect people from the dangers of high speed blow-outs are a vital form of life insurance. Remember, you can buy these life-saving Silvertowns at Goodrich Silvertown Stores and Goodrich dealers everywhere.

Rex Beach

Goodrich SAFETY Silvertown

With Life-Saver Golden Ply Blow-Out Protection

BIG TOP RHYTHM

MERLE EVANS

Bandmaster of The Greatest Show on Earth

Behind the Entire Performance of the Ringling Bros and Barnum & Bailey Combined Circus—Ever Changing yet Never Ending—There is Music!

By NED ROBERTS

"LET the drums roll out—
Let the trumpets blare. . . ."

Weird exotic strains—ponderous, stately and stirring—ring up the curtain on the Greatest Show on Earth. "India," spectacular pageant of Oriental magnificence, surges over the hippodrome track. Hushed are the thousands in the big top. The show is on.

Swiftly, smoothly, the scene changes. To rollicking tunes clowns cavort where a moment before elephants paraded in regal solemnity. Acrobats gyrate with silken grace to the soothing sway of waltz time. There is rousing brass discord as snarling animals begrudgingly obey the crack of trainer's whip.

Behind the entire performance—ever changing yet never ending—there is music. It is circus scenery, more effective than muslin sets, more realistic than paper moons, than cardboard seas. Unlike these feeble measures, music is well-nigh unlimited in the creation of illusion.

The universal nature of the circus program necessitates a musical background of infinite variety—opera, semi-classic, popular—yes, even "swing"—tunes of every type flow smoothly in a program that provides a stiff test for any musician.

Necessarily circus bandsmen are as talented and as able a group as can be assembled. Their importance to the show cannot be over estimated. A slip in a symphony concert means but a glare from the director, a caustic paragraph from the critics—but a slip in the bandstand beneath the big top may easily mean a fatal break in the rhythm of a trapeze act, may befuddle a wild animal as it follows a laboriously learned routine, leaving savage fury where a moment before was complete obedience, or may be responsible for any one of hundreds of accidents in, above and around the ring.

Because of this tremendous responsibility, the leader of the circus band must be a rare combination of resourcefulness, and ability. Enough of a disciplinarian to make his musicians toe the mark under the stress of circus life, enough of a strategist to handle any of the myriad ticklish situations which may arise beneath the big top, and enough of a genius to handle the music of the ages and the music of the day in the same program, and avoid the comparisons which are proverbially odious.

Ringling Bros and Barnum & Bailey have such a man in Merle Evans, a calm Kansan with over a quarter century of circus music behind him.

It was just 29 years ago that this handsome Kansas boy, cornet in hand, broke into show business with the band of the Brundage shows, an old time mid-western favorite.

Later he played his way up and down the Mississippi with the Cotton Blossom show boat. Merle was leading the band for

[*Continued on page 79*]

TODAY, farmers are helping to produce a new and better motor oil.

Thousands who have never even *seen* an oil well or an oil refinery are now a part of the oil industry.

Back of this lies a discovery.

From oats, wheat, corn, rice, cotton seed, sugar cane and other crops comes a remarkable purifier, *Furfural.* Science finds it ideal for use in taking the impurities out of motor oil.

Your rapid oil consumption is often due to these impurities. Heat turns them to sticky substances . . . that catch and hold abrasive dirt.

The engine becomes dirty and worn. Then every stroke sucks oil from the crankcase.

Here is a definite reason for changing to New Texaco Motor Oil. Because taking out impurities means you get full lubrication, without buying so much oil.

You can get this *different* new oil today. In all of the 48 States, buy it from your Texaco Dealer. Start using New Texaco Motor Oil...now.

Hear "TEXACO TOWN"
Every SUNDAY NIGHT . . . Columbia Network

In the refining of New Texaco Motor Oil, we pipe Furfural *in at the top of the tower. Every particle that might form sticky, gum or tar in the heat of your engine is completely removed.*

25¢ A QUART

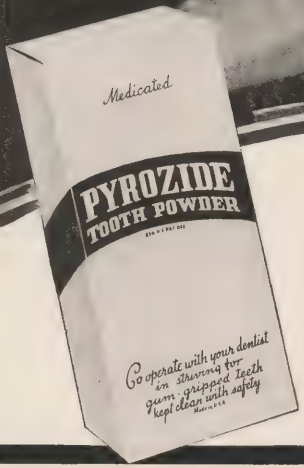
Stays FULL longer

Ringling Brothers and Barnum and Bailey's Circus buys Texaco Fire-Chief gasoline exclusively. The Circus does a lot of travelling. With crowded schedules . . . the Circus *must* get there on time . . . and Fire-Chief gets it there. Fire-Chief and New Texaco Motor Oil are available in all 48 States. Not only are they used by the Circus . . . but also by big important bus lines . . . and famous airlines. They are all careful, economical buyers! Follow their example when you buy gasoline and oil for your car.

TORRENCE AND VICTORIA
Aces of the
AERIAL
PERCH

Gum Gripped Teeth

PYROZIDE TOOTH POWDER



Recommended by dentists throughout the world for thirty years, for home co-operation in keeping the teeth clean and the gums healthy.

"Our Dentist recommended Pyrozide Tooth Powder to us years ago. We have always used it and we have gum gripped teeth."

Torrence and Victoria

HUGO and MARIO ZACCHINI, the Human Projectiles, who are fired in the same instant from the mouth of a monster repeating cannon high across the vast arena of the Ringling Bros and Barnum & Bailey Combined Circus

"NEWS COMES FIRST," says Miss Helen Nolan, reporter, "eating, second. So I turn to Camels. Food tastes better and digests easier."

HUMAN COMETS. Hugo and Mario Zacchini disappear into a monster cannon. *A flash!—a crash!*—and they hurtle into distant nets. "Mario and I both smoke Camels," says Hugo. "Camels keep digestion working smoothly."

FIRST in the gruelling Albany-New York Outboard Marathon! Clayton Bishop says: "Camels are a swell aid to digestion."

PEOPLE CAN MEET TERRIFIC STRAIN—YET ENJOY GOOD DIGESTION.
SMOKERS SPEAK FROM EXPERIENCE WHEN THEY SAY—

"For Digestion's Sake — Smoke Camels!"

© 1936, R. J. Reynolds Tob. Co., Winston-Salem, N. C.

Costlier Tobaccos!

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

MODERN life bombards us all with a thousand and one little jars, shocks, and nervous irritations. The strain tells on digestion...slows down the flow of digestive fluids.

And it is to Camels that one naturally turns to put more enjoyment into eating. As you enjoy your Camels at mealtime, the flow of digestive fluids speeds up...alkalinity is increased. You feel at rights with the world!

Camel's invigorating "lift"...Camel's aid to digestion...Camel's matchless taste and fragrance—all these are yours when you make Camels *your* cigarette. Camels set you right! And they never get on your nerves.

"Eat a Breakfast of Champions!"

SAY CHAMPIONS OF THE "BIG TOP"

ANTOINETTE CONCELLO
Antoinette Concello, audacious aerialiste, says: "A 'Breakfast of Champions'—a dish of Wheaties with plenty of milk or cream, sugar, and some kind of fruit, is 'tops' with most of the performers under the Big Top."

TIM McCOY
Col. Tim McCoy, Champion of the Range, says: "A big, heaping bowlful of Wheaties, with plenty of milk or cream, sugar, and some kind of fruit sure hits the spot. *That's* a 'Breakfast of Champions.' And that's the breakfast for me!"

JENNIE ROONEY
Jennie Rooney, of the daring "cloud swing" says: "I always include Wheaties among my carefully selected foods. Try Wheaties yourself, and see how good they are."

DOROTHY HERBERT
Dorothy Herbert, graceful and spirited horsewoman, says: "I advise wide awake girls who really want to do things, to keep in training. And eating a good big breakfast is part of my training program . . . Try Wheaties yourself. You'll say 'Wheaties are grand' too!"

Circus Champions . . . as well as champions in the world of sport—men like Joe DiMaggio, "Pepper" Martin, "Dixie" Howell . . . and others, agree: "Wheaties taste swell! Eat a 'Breakfast of Champions.'

And a "Breakfast of Champions" is a big bowl of crispy, crunchy Wheaties, with plenty of milk or cream, sugar, and some kind of fruit.

Wheaties

Breakfast of Champions with plenty of milk or cream and some kind of fruit.

DOROTHY HERBERT, the most recklessly fearless and expert rider of reinless, rearing and jumping horses ever known in the circus world, shown hurdling on her favorite mount Satan, and, in the inset, making up for her big top entrance

Courtesy of Krieeman

BIG TOP ARTISTS COMBINE BEAUTY AND DARING

Angela, Wally and Maria, the three beautiful sisters of the Antalek Troupe . . . . Maria is the only woman in the world to balance two others on the high perch pole.

The Antalek sisters, as well as the other feminine stars of the Circus, consider Kurlash eye-beauty aids indispensable for enhancing their beauty in the ring. And they use Kurlash eye make-up for every-day loveliness too!

Lade-e-e-z and Genn-tul-men!

Big Top Artists Endorse KURLASH for Artistic Eye-Beauty

"IN THE first ring . . . Lade-e-e-z and genn-tul-men, this daring beauty will make her spectacular, thrilling, death-defying dive for life!"

The ringmaster's voice calls your attention to a slim, lovely girl with sparkling dark eyes, poised for a breathtaking moment high up near the top of the main tent. Above the center ring another charming lady calmly pedals a bicycle along a slack wire. While in the third, still another pretty girl, sways easily around the ring, the apex of a human pyramid—which rests upon the rocking backs of three white horses.

"Where," you ask yourself, "do they get so many women who are as beautiful as they are brave?" Not all the daring performers of the Biggest Show on Earth were born dazzling beauties, but they have learned that any woman's natural appearance can be improved a thousandfold with the right make-up, *especially the correct eye make-up.* And these girls, to whom beautiful eyes are part of their glamour, think nothing can compare with Kurlash eye beauty aids!

Eyes look bigger, brighter, more exciting when lashes curl back gracefully to frame them, and to let more light enter. And by slipping your lashes into Kurlash for just 30 seconds they will be curled for all day without heat, cosmetics or practice!

Of course, naturalness is the most important factor in make-up to performers who are so close to the audience you can almost reach out and touch them as they pass. A touch of Shadette Eye Shadow on the lids is absolutely imperceptible, as is a carefully applied bit of Lashtint on the lashes, but how much more glamourous and mysterious their eyes look with the addition of these subtle shadings!

Every Kurlash product can be as much a daily beauty aid to you as it is to these artists, and best of all, you can purchase your Kurlash make-up at any good drug or cosmetic counter today! Your friends will never realize that the new glamour of your eyes is because you too have discovered the secrets of the beauties of the Big Top.

● Certainly she took the beauty prize! She knows a girl needs glamourous eyes to be the tops anywhere, so every day she slips her lashes into KURLASH. In 30 seconds they're curled without heat, cosmetics, or practice . . . her eyes look larger, deeper and brighter with the lashes sweeping back to let more light enter.

● Clever circus performers suggest other KURLASH eye-beauty helps . . .

TWEEZETTE—automatically and painlessly removes face hairs.
SHADETTE—eye-shadow in 12 subtle shades, and gold and silver.
LASHTINT—mascara in compact or liquid waterproof form.
LASHPAC—purse-size mascara in clever lipstick-case.
TWISSORS—the tweezers with the scissor-handles.
KURLENE—to nourish lashes and brows into sleek luxuriance.

Get your KURLASH today. $1 at any good drug or department store.

● For personal advice on your own eye-beauty problems, write to Jane Heath, Kurlash Beauty Consultant, and describe your coloring. The Kurlash Company, Inc., Rochester, New York. Dept. X-37.

KURLASH

THE AMUSEMENT WORLD BOWS TO THE MIGHT OF THE GREATEST SHOW ON EARTH

Stars of All Nations Hope to Compete in Its Famous Displays, Featuring Only Headliners of All Countries and Climes

THE standard of the world.

That's the Big Show—Ringling Bros and Barnum & Bailey Combined Circus, The Greatest Show on Earth.

Before they were combined in the autumn of 1918, the two circuses—Ringling Brothers, The World's Greatest Shows, and Barnum & Bailey, The Greatest Show on Earth—were by far the largest and the best in existence. Since their merger, the world has placed the combined circus in a class alone, acknowledging the joined title as the mightiest in the annals of amusement business of all nations, and of all time.

In every country on the Continent there are official files detailing the greatness of this colossal organization. Europe well recalls the two epochal tours of the Barnum & Bailey show —tours made while the Ringling Brothers circus was clinching its hold in America as its rival. Shortly after the return of the Barnum & Bailey circus to America, the Ringlings bought it, and placed it on the road to alternate territory with the Ringling show. This operation was highly successful for over a decade, and then came the determination to startle the world with the colossal combination.

The rest is history.

Agents of The Greatest Show on Earth have scoured the far places on the globe for unusual features, bringing to America the first huge sea elephant, the famed white elephant of Siam, the first Ubangi disc-lipped savages, the first giraffe-neck women from Burma, among others.

Although these strange people and animals were but an infinitesimally small portion of the mighty program of the Ringling Bros and Barnum & Bailey Combined Circus, they were proof that The Greatest Show on Earth had resolved to sweep the earth and the seas to bring all known thrills to its millions of patrons.

The building of the vast, stirring program has gone steadily on from year to year. The founders, P. T. Barnum, James A. Bailey and the Ringling Brothers, and especially the Ringling Brothers, labored toward an inspiring goal—to combine all that is best, thrilling, spectacular and beautiful in the entertainments of all the nations in one mighty, electrifying ensemble. They have succeeded, as all the world knows, but it is a labor that can never stop, a movement that can never rest. Each year calls for greater efforts, wider search, larger planning. For instance, word trickled to a European agent of the organization that a flying act, composed of young Chinese boys and girls was reported at Canton to be exhibiting in some of China's interior cities. All attempts to check on this unheard of novelty proved futile. The story was deemed to be a hoax, but that did not deter the Ringling Brothers from sending an agent from Australia to China. After six weeks he found the act—a man and a woman

[*Continued on page* 82]

(Above)—It's a good trick—and she does it. Jafsie Antalek of the Four Antaleks jams herself into the steel ball which the circus crowds later see tossed and spun around on the feet of her fellow acrobats. As the act's climax the ball opens and out comes the beautiful Jafsie

All set for the big parade. Gayly bedecked, to put it mildly, these performers await the start of the colorful pageant which opens the circus. It's the spectacle officially known as the Durbar of Delhi, a glittering, gorgeous parade of men, women and animals

By arrangement with and courtesy of the New York News

MARIA RASPUTIN,

Daughter of the Mad Monk of Imperial Russia, repeating her European triumphs as a trainer of liberty horses in the rings of the Greatest Show on Earth

"And my beard's plenty tough!"

$15

AC and DC

Men who are exposed to all kinds of weather, who have tough skins and wiry beards, shave quickly and easily with the Schick. Yet a boy just starting to clean the down from his tender cheeks, finds the Schick as gentle in action as if he rubbed his face with his finger tips.

A totally blind man could shave in perfect safety and comfort with not the slightest danger of cutting or hurting himself.

WHY SCHICK ABOVE ALL

For a working lifetime Schick studied hair, faces and mechanical ways to shave. He experimented with cutters of many constructions and shapes. He found that a *flat* cutter with an extremely thin slotted plate, nestled closely into the skin, depressed the tiny mounds and enabled the inner cutter to shave off the hairs more efficiently and closer than any other shape of cutter shaved them.

All our past and present research convinces us that this patented construction is still the most efficient of all.

SHAVING AT ITS LOWEST COST

The life of a Schick Shaver is not known. Shavers we made five years ago are still performing satisfactorily. (We have made many mechanical improvements since then.)

There are no blades to buy, no parts to sharpen—and none to renew for an indefinite time. You need no soap, cream, brush nor lotions. The cost of electricity for a year's shaving is so small that a dime would cover it easily.

How then, could you shave at a lower cost per shave?

SEE A DEALER

Ask any Schick dealer to show you the shaver and demonstrate how simply and quickly you could learn the new way of shaving which is revolutionizing the shaving habits of the world. **Be sure that he is an *authorized* dealer through whom we guarantee and service Schick Shavers.**

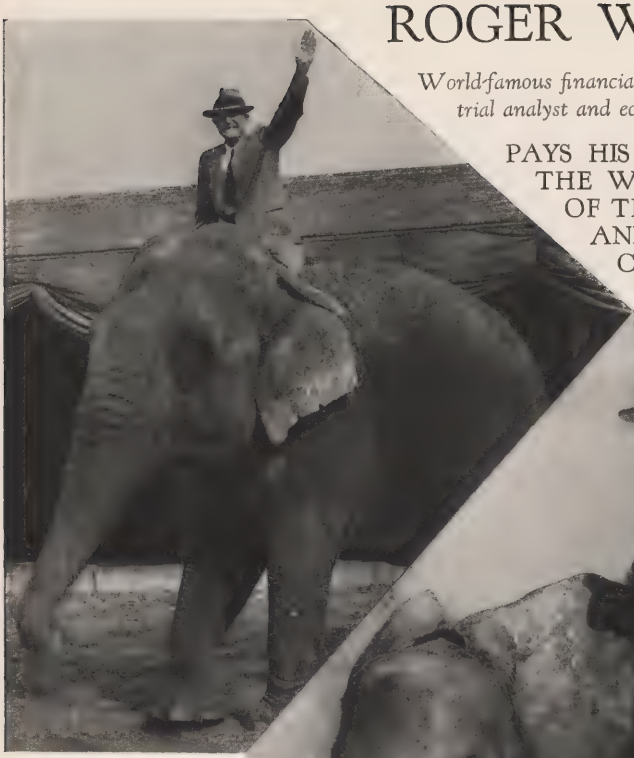
SCHICK DRY SHAVER, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco. In Canada, Henry Birks & Sons, Ltd., and other leading stores. (Canadian price, $16.50.)

SCHICK SHAVER

ROGER W. BABSON

World-famous financial expert, business and industrial analyst and economic commentator,

PAYS HIS ANNUAL VISIT TO THE WINTER QUARTERS OF THE RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS IN SARASOTA, FLORIDA



MR. BABSON CHUMS WITH THE GIANT AND MINIATURE ELEPHANTS OF THE GREATEST SHOW ON EARTH

Modoc, huge Asiatic pachyderm, who gives him a ride, and tiny Nuba, one of the strange African pigmy elephants, manifest friendship for their distinguished visitor

Photos Copyrighted by Ringling Bros and Barnum & Bailey

MONEY PAID FOR CIRCUS ENTERTAINMENT CIRCULATES AS WELL AS THAT SPENT FOR MERCHANDISE, SAYS BABSON

A Letter of Especial Interest to Business Men Who Feel That the Big Show Takes Money Out of Their Cities

Babson's Reports
Incorporated

DEVOTED TO CONSERVING CAPITAL AND INCREASING INCOME
BABSON PARK, MASSACHUSETTS
SUBURB OF BOSTON

January 22nd, 1937.

Ringling Bros.-Barnum & Bailey,
Sarasota, Florida.

Dear Mr. Gumpertz:

Once in a while the merchants of some city criticize me for commending a good circus, even for its entertaining and educational features. They say "it takes money out of the city". In case you hear this complaint, you might ask such merchants to consider what happens to every dollar which is spent in their city.

Over 50 cents from almost every dollar spent in a city is at once sent away to buy new goods, to replace those goods which the dollar has bought. The remaining 50 cents goes to local labor, to the landlord, and to the family of the merchant, all of whom in turn spend it; then 25 cents of this remainder is sent away. This means that 75 cents of every dollar soon leaves the city.

The remaining 25 cents again goes to local labor, landlords, etc., to be re-spent, thus raising the 75 cents which is sent out of the city to 87½ cents. This process continues until practically the entire dollar is sent away. The main difference between the dollar paid to the circus and the dollar paid to the merchant is that a little of the merchant's dollar remains in the city a little longer. To offset this, a big circus brings many people from outlying cities and towns. These visitors should immediately, or later, help the local merchants.

Another thing: Merchants should remember that only by sending money "out of town", do people in other places have money to buy the products of the city whose merchants complain. For a city to try to live on its own money, is like a dog trying to live by eating his own tail. It is the circulation of money — not its location — that determines prosperity. Moreover, in the final analysis the economic value of the dollar depends upon for what it is spent rather than upon who gets it. Merchants should also remember that your circus comes only once a year; while they are selling both useful and useless, both harmful and harmless, both good and bad merchandise, all the year.

In case you quote this letter, please have it understood that I am writing it only because of my respect for the entertainment and efficiency of your organization, and I never have received nor will accept a penny for this or any other commendation. In fact, you know that I even insist upon buying my own ticket when I attend your show.

Very truly yours,

Roger W. Babson

BABSON'S REPORTS INCORPORATED

All information obtained from sources believed accurate; our reports and opinions are not guaranteed; however, they are given with sincere confidence to the interests of clients only.

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General Offices
331 Madison Ave.
New York City

OFFICIAL CIRCUS TOUR, SEASON 1936

Winter Quarters
Sarasota, Fla.

There is a well-known expression heard around the circus grounds many times during the season, "Where do we go from here?" This is the answer for the 1936 season

Date	Town	State	R. R.	Miles
April 8 to May 2	New York City (Madison Square Garden)	New York	A. C. L.-R. F. & P.-R. R.-N. Y. N. H. & H.	1,294
	SUNDAY			
May 4	Boston	Massachusetts	N. Y. N. H. & H.-B. & M.	233
" 5	(Boston Garden)	"		
" 6	"	"		
" 7	"	"		
" 8	"	"		
" 9	"	"		
	SUNDAY			
May 11	Brooklyn	New York	B. & N.-N. Y. N. H. & H.-P. R. R.	240
" 12	"	"		
" 13	"	"		
" 14	"	"		
" 15	"	"		
" 16	"	"		
	SUNDAY			
May 18	Washington	D. C.	P. R. R.-B. & O.	226
" 19	"	"		
" 20	Baltimore	Maryland	B. & O.	38
" 21	"	"		
" 22	Wilmington	Delaware	P. R. R.	67
" 23	Atlantic City	New Jersey	P. R. R.	85
	SUNDAY			
May 26	Philadelphia	Pennsylvania	P. R. R.	59
" 27	"	"	"	
" 28	"	"	"	
" 29	"	"	"	
" 30	"	"	"	
	SUNDAY			
June 1	Newark	New Jersey	P. R. R.	81
" 2	"	"	"	
" 3	Trenton	"	"	48
" 4	Easton	Pennsylvania	"	53
" 5	Scranton	"	C. N. J.-D. L. & W.	120
" 6	Paterson	New Jersey	D. L. & W.-Erie	118
	SUNDAY			
June 8	Poughkeepsie	New York	Erie	72
" 9	Waterbury	Connecticut	Erie-N. Y. N. H. & H.	77
" 10	New Haven	"	N. Y. N. H. & H.	39
" 11	New London	"	"	52
" 12	Stamford	"	"	94
" 13	Bridgeport	"	"	23
	SUNDAY			
June 15	Providence	Rhode Island	N. Y. N. H. & H.	129
" 16	New Bedford	Massachusetts	"	44
" 17	Fall River	"	"	25
" 18	Worcester	"	"	62
" 19	Hartford	Connecticut	"	83
" 20	Springfield	Massachusetts	"	31
	SUNDAY			
June 22	Albany	New York	B. & A.	102
" 23	Schenectady	"	N. Y. C.	17
" 24	Utica	"	"	77
" 25	Binghamton	"	D. L. & W.	95
" 26	Syracuse	"	"	79
" 27	Rochester	"	N. Y. C.	85
	SUNDAY			
June 29	Buffalo	New York	N. Y. C.	66
" 30	Erie	Pennsylvania	"	88
July 1	Ashtabula	Ohio	"	41
" 2	Youngstown	"	P. R. R.	56
" 3	Oil City	Pennsylvania	Erie	91
" 4	Bradford	"	"	151
	SUNDAY			
July 6	Pittsburgh	Pennsylvania	B. & O.	208
" 7	"	"	"	
" 8	Columbus	Ohio	P. R. R.	189
" 9	Dayton	"	"	71
" 10	Cincinnati	"	B. & O.	59
" 11	Lexington	Kentucky	Southern	92
	SUNDAY			
July 13	Louisville	Kentucky	Southern	98
" 14	Indianapolis	Indiana	P. R. R.	111
" 15	Lima	Ohio	Big 4-N. P.	130
" 16	Akron	"	P. R. R.	159
" 17	Mansfield	"	"	68
" 18	Toledo	"	"	85
" 19	Detroit	Michigan	M. C.-Belt	57
" 20	"	"	"	
" 21	"	"	"	
" 22	Flint	"	Belt-G. T.	84
" 23	Battle Creek	"	Grand Trunk	94
" 24	South Bend	Indiana	M. C.	76
July 25 to Aug. 2	Chicago (Soldier Field)	Illinois	M. C.-I. C.	112
Aug. 3	Janesville	Wisconsin	I. C.-C. & N. W.	91
" 4	Madison	"	C. & N. W	38
" 5	Fon du Lac	"	"	50
" 6	Appleton	"	"	36
" 7	Manitowoc	"	"	42
" 8	Milwaukee	"	"	80
" 9	(Lake Front)	"	"	
" 10	Rockford	Illinois	"	103
Aug. 11	Davenport	Iowa	C. M.-St. P. & P.	118
" 12	Cedar Rapids	"		87
" 13	Des Moines	"	C. & N. W.	111
" 14	Waterloo	"	C. G. W.	105
" 15	Mason City	"	C. R. I. & P.	81
" 16	LaCrosse	Wisconsin	C. M.-St. P. & P.	111
" 17	Dubuque	Iowa	C. R. & Q.	107
" 18	Galesburg	Illinois	"	164
" 19	Peoria	"	"	51
" 20	Decatur	"	I. C.	77
" 21	St. Louis	Missouri	Wabash	117
" 22	"	"	"	
" 23	"	"	"	
" 24	Springfield	"	Frisco	239
" 25	Tulsa	Oklahoma	"	188
" 26	Okmulgee	"	"	36
" 27	Oklahoma City	"	"	135
" 28	Coffeyville	Kansas	M. K. T.	177
" 29	Pittsburg	"	Mo. Pac.	65
	SUNDAY			
Aug. 31	Kansas City	Missouri	Mo. Pac.-Belt	140
Sept. 1	St. Joseph	"	Belt-C. B. & Q.	64
" 2	Shenandoah	Iowa	C. B. & Q.	99
" 3	Ft. Dodge	"	C. R. & Q.-I. C.	189
" 4	Sioux City	"	I. C.	135
" 5	Omaha	Nebraska	C. St. P. M. & O.	123
" 6	"	"	"	
" 7	Beatrice	"	U. P.	122
" 8	Topeka	Kansas	"	140
" 9	Concordia	"	"	118
" 10	Emporia	"	Santa Fe	136
" 11	Wichita	"	"	99
" 12	Great Bend	"	"	111
	SUNDAY			
Sept. 14	Denver	Colorado	Santa Fe	454
" 15	"	"	"	
" 16	Colorado Springs	"	"	75
" 17	Pueblo	"	"	44
" 18	Garden City	Kansas	"	216
" 19	Dodge City	"	"	50
	SUNDAY			
Sept. 21	Enid	Oklahoma	Santa Fe	267
" 22	Clinton	"	S. L.-S. F	95
" 23	Chickasaw	"	C. R. I. & P.	97
" 24	Wichita Falls	Texas	C. R. I. & P.-W. Va.	102
" 25	Ardmore	Oklahoma	M. K. & T.-Santa Fe	129
" 26	Paris	Texas	S. L.-S. F.	126
" 27	Dallas	"	Santa Fe	100
" 28	"	"	"	
" 29	Tyler	"	Sou. Pac.-St. L. S. W.	115
" 30	Waco	"	St. L. S. W.	131
Oct. 1	Austin	"	M. K. T.	110
" 2	San Antonio	"	Mo. Pac.	84
" 3	Corpus Christi	"	"	150
	SUNDAY			
Oct. 5	Houston	Texas	Mo. Pac.	238
" 6	"	"	"	
" 7	Galveston	"	"	50
" 8	Beaumont	"	"	138
" 9	Lafayette	Louisiana	Sou. Pac.	133
" 10	New Orleans	"	Sou. Pac.-I. C.	145
" 11	"	"	"	
" 12	Mobile	Alabama	L. & N.	139
" 13	Montgomery	"	"	175
" 14	Selma	"	W. R. R. of A.	50
" 15	Birmingham	"	Southern	103
" 16	Gadsden	"	"	70
" 17	Tuscaloosa	"	"	117
	SUNDAY			
Oct. 19	Memphis	Tennessee	M. & O. Frisco	240
" 20	Jackson	"	N. C. & St. L.	56
" 21	Nashville	"	"	133
" 22	Chattanooga	"	"	151
" 23	Knoxville	"	Southern	110
" 24	Bristol	Tenn.-Va.	"	150
	SUNDAY			
Oct. 26	Asheville	North Carolina	Southern	160
" 27	Winston-Salem	"	"	168
" 28	Danville	Virginia	"	77
" 29	Greensboro	North Carolina	"	49
" 30	Raleigh	"	"	81
" 31	Wilson	"	Nor. Sou.	60
	SUNDAY			
Nov. 2	Charlotte	North Carolina	Nor. Sou.-Southern	224
" 3	Greenville	South Carolina	Southern	176
" 4	Atlanta	Georgia	"	153
" 5	"	"	"	
" 6	Macon	"	"	92
" 7	Valdosta	"	"	152
	SUNDAY			
Nov. 9	Jacksonville	Florida	A. C. L.	136
" 10	Orlando	"	"	146
" 11	Tampa	"	"	95
	End of Season			
	HOME RUN			
Tampa to Sarasota			A. C. L.	52
			Total Miles Traveled	16,370

"Is Beauty An Illusion?"

PERHAPS beauty is an illusion. certainly it has little to do with the moulding of cheek bones and the length of noses.

How many women go through life thinking that because they haven't the alabaster forehead of Helen and the finely chiseled nose of Venus they are doomed to days of loneliness and nights of dullness. How futile, how ridiculous, all this heartbreak is when such a little artifice, such a little care, can transform a face.

There is no plastic surgeon who can give new beauty to a face as can a touch of color cleverly applied. And there are no features so exquisitely modeled that they have half the allure of soft skin—velvety, delicate, apparently translucent. And what entices a man so surely as a pair of feminine lips glowing red and warm and youthful? How easily you can make the most of the desirable lines and modeling of your face and minimize those not so striking.

Conveniently displayed in your favorite store there are today beauty aids simple to use and sure of results. They are so inexpensive in dollars and cents and so priceless when their effect is judged, that any woman is turning her back on charm who ignores their aid. For example, a remarkable scientific discovery has given us a rouge so blended that the color seems to actually duplicate Nature's own. Made by a secret duo-tone process, it changes on the skin to match any individual complexion type. Thousands of women have discovered that this "duo-tone" rouge creates a perfect illusion of beauty, because the color it gives actually seems to come from within the skin, like a natural blush. It costs no more than ordinary rouge—yet many continue to wear rouge of one flat tone, apparently unaware of the new way to enhance their beauty now at their command. A plain face can be transformed by a touch of radiant color that looks natural and fresh, the caress of a perfect powder, a bit of rosy lip rouge. Such charm is illusion, perhaps, but illusion that has won men more certainly than any fact ever recorded in a textbook.

The young girls seem exceptionally pretty these days. The little pert faces that peep out from under the modern hats are universally charming. Is it because nature has been kinder to the young than to the older generation? Of course not. Nature never changes her methods. And so it must be that these very young girls are so lovely because they have discovered the illusion of beauty and they use it to good advantage.

Study the faces around you. Analyze the features of women known as attractive. Hardly any of them have perfectly modeled heads. But so cleverly do they use the art that tends to perfect the illusion that they seem beautiful to the critical eyes of women and the worshipful eyes of men.

Think of the actresses who seem so lovely. Very few of these talented women have classic features, but all of them cleverly give the illusion of beauty by accenting skin tones, by carefully using powder and rouge. You cannot lay on rouge thoughtlessly, but you can learn so easily, with such a little practice, those sublime tricks that give the most unromantically modeled face the illusion of beauty. I'll tell you a few of them.

Never apply rouge in a round spot. Instead,

[*Continued on page 86*]

Yes—

YOU WILL BE MORE BEAUTIFUL WITH

Princess Pat ROUGE

SUPPOSE YOU FOUND you were less beautiful than you could be . . . and then discovered a way to new loveliness . . . wouldn't you act—and quickly? Of course! Well, ordinary rouge certainly doesn't give you all the beauty you could have. It gives that "painted, artificial look".

Now let's see about Princess Pat rouge. You've a good reason to change to Princess Pat—*if it can give you thrilling new beauty.* And it does because it's duo-tone . . . an *undertone* and an *overtone* make each shade. It isn't just another rouge, but *utterly different.*

When you apply Princess Pat rouge it changes on your skin! Mysteriously, amazingly it has become such gloriously natural color that *no one can tell it is rouge.* Do you want that? Color that seems actually to come from within the skin, like a natural blush. Only more thrilling—bringing out hidden beauty you never knew you had. Somehow, with such glamorous color, you radiate beauty, compel admiration. Your mirror tells you such a tale of sparkle and animation that confidence in your own loveliness bids you be irresistible . . . and then you *are.*

But remember this—only Princess Pat rouge has the *duo-tone* secret. It changes on your skin—matches your individual type. Try Princess Pat rouge. Until you do you *will never know your own beauty.*

FREE PRINCESS PAT, Dept. 7124
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Without cost or obligation please send me a free sample of Princess Pat rouge, as checked

☐ English Tint ☐ Poppy ☐ Gold
☐ Squaw ☐ Vivid ☐ Tan
☐ Medium ☐ Theatre ☐ Nite

One sample free; additional samples 10c each.

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PRINCESS PAT

Good Housekeeping Bureau

Princess Pat cosmetics are non-allergic!

TUNE IN—"A TALE OF TODAY" with Joan Blaine, NBC Red Network — every Sunday 6:30 P.M., E.S.T.

THE BIG SHOW ENTIRELY REBUILDS DURING WINTER MONTHS

Sarasota Quarters Hum With Activities as Five Hundred Workers Prepare Circus for Its Long Road Tour

DID you ever wonder, as you looked over the Ringling Bros and Barnum & Bailey Combined Circus on the lot, what the wear and tear must be, with the show playing nearly two hundred cities each season, with its wagons, loaded heavily, making two trips daily—from the circus railroad trains to the lot and back at night—in rain, sunshine, wind and dust?

Did it ever occur to you that the four trains themselves, even if they are composed of the finest of steel flat cars, stock cars, elephant cars and sleepers, 100 in all, and each 70 feet in length, had to take a lot, averaging 16,000 miles per season over plains, deserts, mountains and car ferries?

And those great tents, including that big top, the world's largest, seating 16,000 people, and that menagerie tent, housing the world's largest traveling zoo. Did you marvel that all those forty-one large and small tops, raised and lowered daily, at the mercy of the elements for seven months of the year, were not in tatters?

And did you ask yourself why the wardrobe and trappings in the performance looked so clean and fresh, even if you saw the show toward the end of its season in some Southern city?

Well, if you are interested, here are some of the reasons why the equipment of The Greatest Show on Earth stands up so well: First, only the best of everything goes into it. Second, experts work unceasingly to keep everything in top shape. Third, and this is the most important of all—everything is practically rebuilt at the show's winterquarters in Sarasota, Florida, where about 500 men and women work during part of November, all of December, January, February and most of March to accomplish this renewal.

Ringling Bros and Barnum & Bailey Combined Circus winter quarters wagon shop re-making parade floats for road

In the sail loft at winterquarters, expert sailmakers and tentmakers outfit the show with new canvas each year. Yes, the big top, the menagerie tent, the side show tent, the draft horse tents, the ring stock tent, the dressing tents, the cookhouse and dining tents and all the smaller tents are new each spring. Forty-one miles of new cordage goes in those tents, and, as it takes 17 acres to hold the big show tented layout, there's a lot of canvas in them, too.

The trains are thoroughly repaired, refitted and painted each winter, as are the 267 cages and wagons and 18 power trucks.

Of course, replacements must be made among the 400 draft horses, but, we're glad to say, these beauties remain with us many seasons, as do most of the 300 ring horses.

All new wardrobe is made in the wardrobe department during the winter months, and a corps of women, experts all, do this artistic and exacting work. Countless bolts of the best materials go into these costumes and trappings. All the jeweled elephant blankets are made over, too. Everything is of the best, guaranteed to last well throughout the coast-to-coast tour.

All harness is rebuilt, most of it is new each spring, and that task keeps a lot of harness makers hopping all winter, for there are, at least, 700 sets of harness.

Yes, the Big Show is just as busy in its season off the road as it is when it is touring. If you don't believe it, come to Sarasota, where the city slogan is: "Spend a summer this winter in Sarasota."

And don't forget. Thousands of tourists do visit the winterquarters of the Big Show from November until the last of March.

THE MARVELOUS YACOPI TROUPE, two members of which are here shown in a tandem somersault from a springboard to the shoulders of the great Robert Yacopi, the only acrobat on earth to achieve this amazing feat

SPEAKING OF ELEPHANTS . . .

By Capt. LAWRENCE DAVIS,
Superintendent of the elephant herds with the Ringling Bros and Barnum & Bailey Combined Circus . . . . . .

Capt. Lawrence Davis

TWENTY-FIVE years of association with elephants will do a lot to a man.

But it won't make a writer out of him.

I've faced stark mad bulls, I've faced entire herds sent into elephantic jitters by a sudden unfamiliar noise—now I'm facing a typewriter.

Give me the elephants.

I have been asked to set down a few unusual facts about elephants. Most facts about elephants are unusual because the elephant is an unusual animal. There are also some unusual things about them that are not facts.

Take that old bromide to the effect that elephants never forget. Bosh! An elephant's memory isn't any better than mine—and I'm so absent minded that it worries my wife.

You could work an elephant every day for a year, then leave the show, returning a couple of months later, and that bull wouldn't know you from Adam, generally speaking. Of course, if he had an opportunity to sniff you over thoroughly, he might remember, or if your voice possessed some definite characteristic, he might recall that—but it's extremely improbable.

Another popular fallacy is the belief that an elephant has only four teeth. Eight is the number, four up and four down. The grinding surfaces of the teeth are so closely and perfectly fitted together, however, that they appear to be just two wide grinders.

I have seen teeth extracted from dead bulls that had roots eight inches long, so you can see that an elephant's toothache is a rather large pain.

An elephant gets just one set of teeth during a life time, but they come early and stay late. Due to the fact that it is impractical to raise elephants in this country, I have never had one younger than six months, but I have seen several at the half-year age that had complete sets of molars. They start to drop out when the elephant is around 45 years old.

Circus elephants, almost without exception, come from India. The Asiatic variety trains easier and is more intelligent than the African. However, the midget elephants, a popular feature of our herd, are natives of the Dark Continent.

Buying an elephant in India is much like buying a pair of socks in America. You go to the elephant hunter, tell him what size elephant you want and he does the rest.

He is aided in his search by one of the oddest yet least known of elephant facts, namely the direct ratio existing between the size of an elephant's footprint and the height of the beast. The circumference of the front footprint is always equal to one-half of the height of the animal at the withers.

And while we're on the subject of feet, did you know that an elephant's front feet are larger than the hind feet. The Indian variety has five toes per front foot and four on the rear feet, while the African has four in front and three behind.

Lots of folks wonder why circus elephants are so invariably gentle, while their brothers in the zoo sometimes show signs of temperament. The answer is simple—selection.

Circus elephants are picked for their good character and intelligence—the bad actors are weeded out, and sometimes sold to zoos, where they are confined and can do no damage.

Circus elephants also lead a healthier, more normal life. Possessed of tremendous strength and a gargantuan body, an elephant needs exercise to retain good health. Cooped in a zoo with nothing to do but pick up peanuts they deteriorate, physically, and become grouchy, just as a confined human would. But with a show they are always on the go, practicing ring routines, moving wagons, helping load and unload the four big trains.

An elephant's diet is very important. Two and a half tons of elephant requires considerable vitamins. The Ringling menu provides the herd with 4,500 pounds of hay, 400 pounds of bran and nine bushel of oats, per 24 hours. The water ration varies from 1,700 gallons in cool weather to 3,400 gallons in midsummer. Some of this of course, is squirted aloft to fall as a cooling shower bath. Darn clever, us elephants.

The individual portions per elephant each day includes 125 pounds of hay, and 45 to 65 gallons of water. The bran and oats are mixed with ten pounds of salt in a trough, and each diner gets six shovels full of the resultant mixture.

Most people could take a lesson in eating technique from these animals. They chew everything thoroughly and eat very slowly. As an experiment last year, I gave a loaf of bread to each of ten members of the herd, and timed them as they ate. It took these huge animals anywhere from 22 seconds to one minute and 25 seconds to chew and swallow the loaf.

To skip lightly from one end of the elephant to the other, one of my greatest worries is protecting the tails of my charges. An old Hindu superstition says that the long coarse hairs from an elephant's tail are a good luck charm. Woven into rings, or carried about the person, they are supposed to protect the wearer from all evil.

Recently the superstition has spread to America and now we need a charm to protect the elephants. Nearly every day I catch small boys, and sometimes even grown-ups, yanking the tail hairs loose from their moorings and selling them. Sometimes they get as high as $5 for a single hair—and my elephants are getting bald.

Circus elephants are, practically without exception, all females. This is for a two-fold reason. First, the female is smarter than the male, and learns quicker, and secondly because of the fact that every adult male elephant goes completely haywire for about ten days each year.

Elephants are not bred in this country because the cost of breeding and rearing is prohibitive. It also calls for the complete isolation of the mother for six

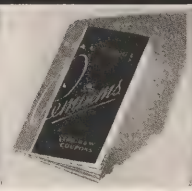
[*Continued on page* 85]

..IT'S TIME YOU TRIED THEM!

You've only one throat to last you a lifetime. And there's only one cigarette with a touch of "mild menthol" to keep it cool and easy. You and KOOLS ought to get together. First, because it's a magnificent blend, judged on tobacco quality alone. Second, because without spoiling that fine tobacco flavor, the mild menthol makes each puff as stimulating as a breath of fresh air in a stuffy room. Finally —the coupon on each pack! Save 'em for stunning gifts. (Offer good U. S. A. only.) And there are *extra* coupons with every carton! Brown & Williamson Tobacco Corp., P. O. Box 599, Louisville, Ky.

SAVE COUPONS . . . MANY HANDSOME NEW PREMIUMS

Ash Tray—Chrome finish. Keeps cigarettes clean, convenient . . . 50 coupons



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Electric Clock—Hammond. Walnut front. 110V. 60 cycle AC. 375 coupons

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"CENTER RING" by Robert Riggs

ROBERT RIGGS

Combines His Love For Art with His Love For The Greatest Show on Earth • • • • and produces

CIRCUS MASTERPIECES

By ROLAND BUTLER

EVER since boyhood the lure of the sawdust ring has had a strange fascination for Robert Riggs. Everytime the gay wagons rumbled into Decatur, Ill., he was the first on the lot and the last to leave.

One passion alone had a stronger grip on him than his love of the circus, and that was his love of art. It was only natural therefore that his two chief interests should combine, and that he should draw circus pictures.

In the days that followed the annual appearance of the circus in Decatur, little Bobby Riggs would draw hundreds of pictures —circus animals, wagons, tents, acrobats—everything connected with or pertaining to the big top. One year, with pencil and paper he duplicated the entire Grand Pageant which served as the opening spectacle.

Time passed and Robert Riggs went to the Art Students League in New York on a scholarship won in national competition. Came the World War, and Artist Robert Riggs became Soldier Robert Riggs, with two years in the service, one in France.

"My service was distinguished chiefly by the fact that during the entire period I never touched a gun nor heard one fired, much less get up to the front," he frankly comments.

After the war he studied for six months in the Academie Julian, in Paris, before returning to the States to make his home in Philadelphia. He has remained in the Quaker City ever since, save for two sprees in search of subject matter, one to Africa and the other to Siam.

Settled at last, Robert Riggs was once more in a position to gratify his love for the circus. The annual visit of the Big Show to Philadelphia finds him on the lot morning, noon and night, watching, talking with circus folk, sketching the details of circus equipment and costumes. The afternoons he systematically devotes to the study of detail, while in the evening he faithfully watches the performance, night after night.

"TUMBLERS" by Robert Riggs

From this annual period of concentration have come such masterful reproductions of circus action as "Center Ring" and "Tumblers," reproduced herewith. "Center Ring" was awarded first prize for Lithography at the Century of Progress in Chicago, and later captured the championship prize in Philadelphia in a show composed solely of prize winning prints from all over the country.

More than a dozen museums from coast to coast exhibit Robert Riggs lithographs, including the Whitney Museum, the Museum of Modern Art, Brooklyn Museum and the Public Library, all in New York. Others include the Dallas Museum and the Art Institute of Chicago. His work has won him the Eyre medal and the Pennell medal, both symbolic of superlative accomplishment in the field of art.

• • •

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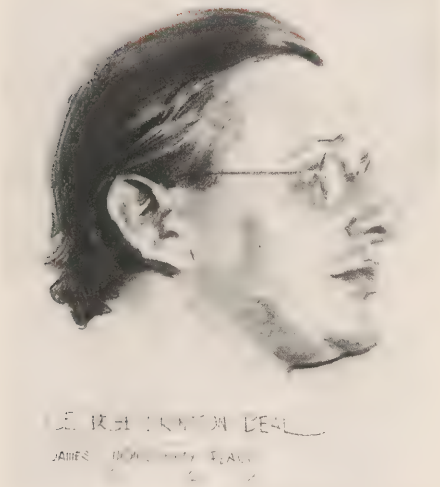
INSURE against LOSS and THEFT!

- Use an ink that is really indelible.
- Use an ink that is easy to use.
- Use an ink that will not fade or run.
- Use an ink that has been recognized 100 years.

Use PAYSON'S INDELIBLE INK

SOLD BY ALL DRUGGISTS AND STATIONERS

GEORGE BRINTON BEAL . . . . .



Editor, Critic, Lecturer . . . . A Circus Authority who knows what it's all about

By
GAYLORD
CULVER

PRESENTING for your kind attention, George Brinton Beal, Boston editor, critic, artist and lecturer, who holds a unique position in the world of the circus.

Probably there is no individual not actually employed by the circus who is better known on the lot than Beal, of Boston, as he is affectionately called by the circus folk. For many years a dramatic and motion picture critic in Boston, and a member of the teaching staff of Emerson College, Beal has made a special study of the circus and its people and, by reason of his many feature stories and interviews, which have appeared from season to season in the *Boston Sunday Post* and elsewhere, as well as through his lecturing, he has earned the title of "the circus man's friend."

When the Ringling Bros and Barnum & Bailey Combined Circus goes into winter quarters in the fall, due to the industry and ingeniousness of Mr. Beal, you no longer have to wait until spring for another glimpse of what is undeniably, "The Greatest Show On Earth." For, through the winter months, by means of his fascinating lecture, "Through the Back Door of the Circus," illustrated with motion pictures in natural color, George Brinton Beal brings your beloved circus right to your very door.

Beal has been a constant and ever welcome visitor on the Big Show for many years, has known all the great circus stars, and is as much at home in the tented world as its oldest inhabitant. Everywhere on the show he is known and recognized as leading authority on circus life and history and his knowledge of the circus and its ways is an unending source of amazement to circus fans and followers wherever he is heard or read.

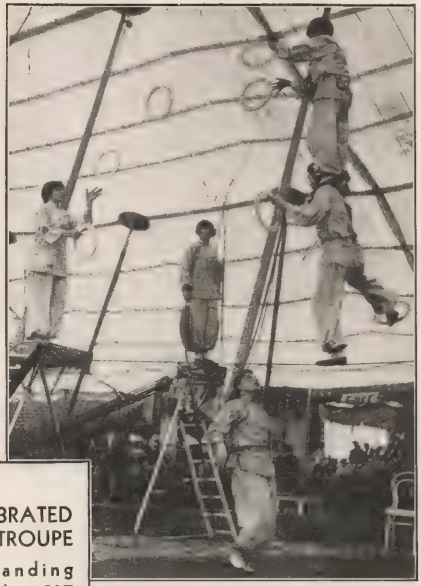
That public interest in the circus is not merely a seasonable one has been definitely proven by the fast growing popularity of Beal's lecture, "Through the Back Door of the Circus," the only show of its kind, which has carried the fascinating story of the circus and its people to many different organizations throughout the east this past winter.

In gathering the material for his circus stories and in the taking of his circus films, Beal has traveled many miles on the big show train, living with the circus and sharing its hardships and joys, like the regular trouper he is.

"To me," Beal has written, "the Ringling Bros and Barnum & Bailey Combined Circus is one of the greatest miracles of the modern world. Although I have traveled thousands of miles with 'the big show,' and have seen it put up and torn down many hundreds of times, I still find it the most fascinating and impressive sight in the world. And I cannot but wonder at the remarkable ability and personal courage, the unfailing integrity of every individual of the circus, from the big executives on the front door, down to the youngest punk on the show.

To the glittering, glamorous world of sawdust and spangles, Beal has become, through the years, a familiar and beloved character. His growing collection of circus books and programs, photographs and newspaper clippings, together with the exclusive motion picture films which make up his lecture, "Through the Back Door of the Circus," is to someday become the permanent property of the world famous Theatre Collection of Harvard University, where it will give the glorious story of the circus and its people to future ages.

In the meantime, if you see a short, chunky, bespectacled little man, with rather long hair, wearing a big Stetson hat, standing on the front door of the Big Show as you go in, or walking with quiet dignity around the vast arena of the circus, that is George Brinton Beal, circus writer and lecturer, the only man in the world who has ever tried to carry on where the Big Show left off, and make it circus day in your home town all the year around.



THE CELEBRATED NAITTO TROUPE

An outstanding feature of the 1937 performances of the Ringling Bros and Barnum & Bailey Combined Circus

MARIA REPENSKI, bareback riding star, on "Sambo" at smithy.

Now you can play circus at home!

WITH

Kellogg's

SINGING LADY

MOTHER GOOSE ACTION CIRCUS

COMPLETE—READY TO SET UP

NO CUTTING

NO PASTING

FOR the millions of children who eat Kellogg's Rice Krispies and love the Singing Lady's Mother Goose stories on the backs of the packages — Kellogg's have prepared a wonderful Mother Goose Circus!

There's a tent and a circus-ring, with funny, lifelike animals that nod their heads; clowns; a seesaw; amusing tumble-figures of Jack and Jill and Humpty-Dumpty that always land right-side up; sideshow characters; a bareback rider — all designed in beautiful colors by the famous artist, Vernon Grant.

You know how delicious Kellogg's Rice Krispies taste, and how they crackle in milk or cream! Get a package of this crisp, ready-to-eat cereal today.

Mail the coupon below with one top from a package of Rice Krispies (or any other Kellogg Cereal) with ten cents to cover postage.
Your Mother Goose Circus will be sent at once!

SO CRISP
THEY CRACKLE IN MILK OR CREAM

KELLOGG COMPANY, Dept. 2B, Battle Creek, Michigan

I enclose one top from a package of Kellogg's Rice Krispies (or any other Kellogg Cereal) and 10 cents. Please send me my Mother Goose Action Circus.

NAME _____

ADDRESS _____

CITY _____ *STATE* _____

SEND FOR IT TODAY

SUCH A FOOLISH WISH . . .

Drawing and verse by
DUDLEY T. FISHER, Jr.

I'D like to be a funny clown
And carry laughs from town
to town.

To streak my face with white
and red
And wear a skull cap on my
head.

To pull my little gags
and see
The happy kiddies
squirm with glee.

TO make some
matron, cold and
proud,
Forget herself and
laugh out loud.

To turn a fancy flip, or two.
Why wish! Such feats I
cannot do.

Besides, one needs one's wits
about
To act the fool. That lets me
out.

1937 PROGRAM

Ringling Bros and Barnum & Bailey Combined Circus

(The management reserves the right to alter this program when necessary)

PERFORMANCES AT 2 AND 8 P. M.
DOORS OPEN AT 1 AND 7 P. M.

Every Matinee Precisely the Same as the Night Performance

AN HOUR'S TIME IS GIVEN PATRONS, BEFORE THE PERFORMANCE BEGINS IN WHICH TO INSPECT THE WORLD'S LARGEST TRAVELING ZOOLOGICAL COLLECTION WITH ITS ALMOST PRICELESS SPECIMENS FROM EVERY CLIME. IN THE VAST MENAGERIE, COL. TIM McCOY'S INDIAN VILLAGE IS A SUPERB EDUCATIONAL FEATURE.

FIRE NOTICE

LOOK AROUND NOW AND CHOOSE THE NEAREST EXIT TO YOUR SEAT, IN CASE OF FIRE, WALK (NOT RUN) TO THAT EXIT. DO NOT TRY TO BEAT YOUR NEIGHBOR TO THE STREET.

FEED him Spratt's Dog Foods regularly! They are crisp and crunchy. Made expressly for the canine constitution. They contain wholesome meat and wheat. Spratt's Foods are recommended by veterinarians and breeders everywhere.

Send 3c stamp for new 50 page dog book and samples. Write SPRATT'S PATENT LIMITED, 18 Congress St., Newark, N. J. 1186 Howard St., San Francisco, Cal.

SPRATT'S
Meat-Fibrine
BISCUIT DOG FOODS

SHAVING TROUBLE SOLVED

Science Finds All Skins Oily or Dry Each Needs a different Shave.

Yes, men—Mr. Mennen has solved your shaving problem. How? By making *two* shave creams, *one especially for your type of skin and beard.*

You see—science has found that all skins are either *oily* or *dry*—yours included. If your skin is oily, you need *Mennen Lather Shave.* It removes excess oil from your beard *pronto,* so the lather and water can wilt those whiskers like never before. You get a smoother, easier, *better,* shave. And it flushes out oil-clogged pores—leaves your face *healthy.* But if your skin is dry, try *Mennen Brushless.* It wilts whiskers, and at the same time conserves the natural oils of the skin, ending razor-rawness and flaky tenderness. And it's a cream, not a grease.

Take a look at your chin and then get the Mennen Shave that fits *your* skin. Mennen Lather if it's oily—Brushless if it's dry. That's the way to real shaving comfort.

On sale at all druggists.

Albany, N. Y.—June 28th; Schenectady, N. Y.—June 29th; Utica, N. Y.—June 30th; Binghamton, N. Y.—July 1st; Syracuse, N. Y.—July 2nd; Rochester, N. Y.—July 3rd; Buffalo, N. Y.—July 5th.

MUSICAL PROGRAM

SEASON OF 1937

RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

MERLE EVANS, BANDMASTER

1 Overture "Joan of Arc" ..... Sodermann
2 Overture "Fingal's Cave" ..... Mendelssohn
3 Overture "Tannhauser" ..... Wagner
4 Overture "Semiramide" ..... Rossini
5 Overture "Leonore" ..... Beethoven
6 Overture "Martha" ..... Flotow
7 Overture "Stabat Mater" ..... Rossini
8 Overture "Mirella" ..... Gounod
9 Overture "Zanetta" ..... Auber
10 Overture "La Dame Blanche" ..... Boieldieu
11 Overture "Undine" ..... Lortzing
12 Overture "The Flying Dutchman" ..... Wagner
13 Overture "Phedre" ..... Massenet
14 Overture "The Italians in Algiers" ..... Rossini
15 Overture "Rosamunde" ..... Schubert
16 Overture "Isabella" ..... Suppe
17 Overture "Zampa" ..... Herold
18 Overture "Queen for a Day" ..... Adam
19 Overture "Il Guarany" ..... Gomez
20 Overture "Fest" ..... Lassen
21 Suites "The Courts of Granada" ..... Chapi
22 Suites "La Feria" ..... Lacome
23 Suites "Cleopatra" ..... Oehmler
24 Suites "Atlantis" ..... Safranek
25 Suites "Summer Night" ..... Doud
26 Suite "Scenes Pittoresques" ..... Massenet
27 Selections "Un Ballo in Maschera" ..... Verdi
28 Selection "Samson and Delilah" ..... Saint Saens
29 Selection "Lohengrin" ..... Wagner
30 Selection "Martha" ..... Flotow
31 Selection "Lucia Di Lammermoor" ..... Donizetti
32 Selection "Faust" ..... Gounod
33 Fantasia "Creme De La Creme" ..... Tobani
34 Fantasia "Carmen" ..... Bizet
35 Fantasia "Opera Mirror" ..... Tobani
36 Fantasia "Siegfried" ..... Wagner
37 Fantasia "Fidelio" ..... Beethoven
38 Selection "You're in Love" ..... Friml
39 Selection "Sweethearts" ..... Herbert
40 Selection "Robin Hood" ..... DeKoven
41 Selection "Maytime" ..... Romberg
42 Selection "Katinka" ..... Friml
43 Selection "Merry Widow" ..... Lehar
44 Selection "Rose Marie" ..... Friml
45 Selection "Vagabond King" ..... Romberg
46 Selection "Naughty Marietta" ..... Herbert

DISPLAY NO. 1—RINGLING BROS AND BARNUM & BAILEY INTRODUCE THE GREATEST OPENING SPECTACLE IN CIRCUS HISTORY.

INDIA

FIRST TIME IN AMERICA

DISPLAY NO. 2—EQUESTRIANISM INCOMPARABLE—FAMOUS RIDING STARS IN ENTHRALLING AND NOVEL DISPLAYS.

Skillful and Daring Horsemanship by the European Duo
BRUCE BROTHERS

Beautiful Bareback Riding Ballerinas in a Talented and Graceful Divertissement
THE IMPERIAL VIENNESE

Peerless Riders Introducing Unusual Feats of Skill
JUSTIN BROTHERS

(*Continued on page* 42)

ANIMALS AND TRAINED DOGS ARE FED ON SPRATT'S FORAGE BISCUITS AND DOG CAKES

In circuses, aboard ships, at airports . . . wherever flashlights are an important piece of equipment . . . you'll always find Evereadys!

OLD GOLD
America's Double-Mellow
CIGARETTE
PROTECTED BY 2 JACKETS OF CELLOPHANE

MAYSY-BRACH DUO
The high unicycle sensations of Europe, making their American debut with Ringling Bros and Barnum & Bailey Combined Circus

BEECH-NUT GUM

Most popular gum in America is Beech-Nut Peppermint. Try our Spearmint, too, if you enjoy a distinctive flavor!

BEECHIES
Gum in a crisp candy coating . . doubly delightful that way! Peppermint, Spearmint, Pepsin.

ORALGENE
The new firmer texture gum that aids mouth health and helps fight mouth acidity. "Chew with a purpose."

You can taste the difference Quality makes

SEE THE BEECH-NUT CIRCUS
Biggest Little Show on Earth!
A mechanical marvel, 3 rings of performers, clowns, animals, music 'n' everything! Now touring the country. Don't miss it.

OLD GOLD

America's Double-Mellow

CIGARETTE

PROTECTED BY 2 JACKETS OF CELLOPHANE

DISPLAY NO. 3—AMAZING GYMNASTIC FEATS ALOFT BY AGILE PERFORMERS ON THE AERIAL BARS COMBINED WITH THE NO-LESS DEXTEROUS FEATS BY COMIQUES OF THE AIR, PRESENTED BY **THE WALTER GUICE TROUPES**

DISPLAY NO. 4—THE ELEPHANTS, PONDEROUS PERFORMERS WITH TRUNKS FULL OF NEW TRICKS, INTRODUCING "MODOC," THE FOUR-TON ADAGIO DANCER, ON THE HIPPODROME TRACK, PRESENTED UNDER THE DIRECTION OF THEIR TRAINER, **CAPTAIN LAWRENCE DAVIS.**

Ring No. 1	Ring No. 4	Ring No. 7
GLORIA HUNT	**ERICKA LOYAL**	**BONNIE HUNT**

DISPLAY NO. 5—QUEENS OF THE AIR IN HAZARDOUS FEATS, INTRODUCING SCORES OF BEAUTIFUL GIRL AERIALISTS ON LOFTY SWINGING LADDERS.

Stars of the Quintuple Trapeze	An Aerial Whirl of Flying Beauties	Empress of the Cloud Swing	Mid-Air Beauties in Revolving Ballet	Peerless Mid-Air Quintet
THE BELMONT GIRLS	**FIORETTA TROUPE**	**MLLE. JENEE**	**PALMERO TROUPE**	**THE FIVE MELBOURNES**

(*Continued on page* 48)

LOADS OF FUN

ANIMAL JIG-SAW PUZZLE (125 PIECES)

FREE

Hours of fun and enjoyment for both young and old. Here is a puzzle designed to sharpen the wits of grown-ups, yet not too difficult for the children's amusement. All users of Lipton's fine quality tea are entitled to this puzzle set—why not get yours? Get a package of Lipton's from your grocer today. Lipton's is the favorite beverage of circus performers—served exclusively in the dining Tent.

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Simply print your name and address on the top of a package of Lipton's Tea and mail it to: "Puzzle Dept." Thomas J. Lipton, Inc., Hoboken, New Jersey.

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ORANGE PEKOE & PEKOE

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PHILCO TABLE MODELS . . . $20 up
PHILCO CONSOLE MODELS . . . $39.95 up
PHILCO AUTO RADIOS . . . $39.95 up *All prices less Aerial*

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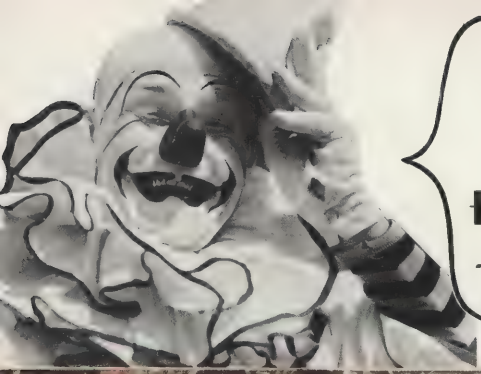

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Cranberry Ham Slices

Mix 2 cups of raw cranberries with 1 cup strained honey. Spread thickly over a center slice of Swift's Premium Ham; top with a second slice. Insert whole cloves around edge of top slice of ham. There is no parboiling to do: just place in a dish and bake until done (about 1½ hours) in a moderate oven, basting occasionally with liquid in dish. Garnish top slice with cranberries.

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Place whole or half Swift's Premium Ham in a roaster. Add 2 cups of water; cover the roaster. Bake in a slow oven (325°). Allow about 21 minutes a lb. for a large whole ham; about 25 minutes a lb. for smaller (up to 12 lb.) hams or half hams. When ham is done, remove from oven. Lift off rind. Score surface and dot with cloves; rub with mixture of ½ cup brown sugar and 1 tbsp. flour. Brown, uncovered, for 20 minutes in a hot oven (400°).

Martha Logan

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The Largest-Selling Ham in the World. Look for the name Swift in brown dots even on a single slice.

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A Pantomimic Cyclone of Mirth
THE HART BROS.

Boomerang Throwers of Unusual Skill
THE VALDOS

Whirlwind Acrobatic Comics
THE RENFROS

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Clever Feats on High Stilts
NELSON & NELSON

Unrivalled Comedy Acrobatic Stars
THE MIRADOR TROUPE

Tumbling Comedy Trio
THE BELLS

DISPLAY NO. 7—IN THE CENTER RING, AN EXHIBITION OF ASTOUNDING FEATS PERFORMED BY A COMPANY OF THE WORLD'S MOST REMARKABLE CANINES—**LOYAL'S DOGS**, PERSONALLY PRESENTED BY **ALF LOYAL.**

AN EXHIBITION OF ASTOUNDING FEATS PERFORMED BY FOUR TROUPES OF MARVELOUS, EDUCATED **SEA LIONS**, PRESENTED BY **CAPTAIN JOHN W. TIEBOR.**

(*Continued on page* 49)

"'LO, FOLKS!

I GUESS IT WAS THE BOVRIL IN ME"

Note the conqueror's smile. . . . Note your own cheeriness, springy step, mental alertness after you've partaken of a cup of hot BOVRIL—one of the greatest pick-up drinks in all dietary science! BOVRIL, Great Britain's Great Bracer for fifty years, is rich in strength-giving proteins, low in weight-adding calories. (20 to 30 pounds of lean beef are required to make one pound of the extract used in BOVRIL.) Try it—for that "Three-o'clock let-down"—for "Fitness without fatness"—to keep you "tops" the year round.

At fountains, 10 cents a cup—hot. At grocery, delicatessen and drug stores, in jars for home use. Good for children, grown-ups, old folks, invalids, athletes—at or between meals.

BOVRIL OF AMERICA, Inc., Camden, N. J.

BOVRIL *"BEVERAGE BEEFSTEAK"*

OLD GOLD

America's Double-Mellow

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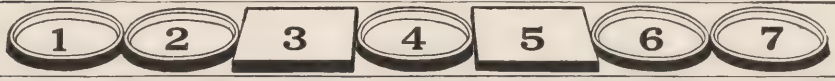

DISPLAY NO. 8—IN THE RINGS AND ON THE TRACK, THE OUTSTANDING HORSEMEN AND RIDERS OF EUROPE, THE ARGENTINE AND AMERICA, IN THE MOST NOTABLE DISPLAY OF HIGH SCHOOL EQUESTRIANISM EVER PRESENTED UNDER THE BANNERS OF THE GREATEST SHOW ON EARTH, INTRODUCING **MISS DOROTHY HERBERT,** DASHING STAR OF THE SIDE SADDLE, HEADING HER DISTINGUISHED COMPANY OF RIDING MAIDS; **DR. OSTERMAIER; THE DOLL LILLIPUTIANS; RUDY RUDYNOFF; ELLA BRADNA; WILLIAM HEYER,** PRIDE OF HOLLAND, AND THE FIRST HORSEMAN OF EUROPE WITH HIS WORLD RENOWNED HAUTE ECOLE HORSE, YO YO; ACCOMPANIED BY **TAMARA HEYER** ON ARJUNA, IN A NEVER TO BE FORGOTTEN EXEMPLIFICATION OF THE FAMOUS HEYER TRAINING ROUTINES.

(*Continued on page* 51)

WILLIAM HEYER, Europe's greatest trainer and rider of high school horses and equestrian tutor of royalty, on his famous horse Yo Yo, now making his first American appearance in the haute ecole display of The Greatest Show on Earth

JUST AN IDEA OF HOW SMOOTH YOUR FACE FEELS AFTER USING A PACKARD LEKTRO-SHAVER *Features exclusively the smooth round slotted head. U. S. Pat. No. 1,970,518. At "Progress Counters" and leading dealers everywhere, $15.00. Operates 110 V., A. C. and D. C. Special voltages at regular price.*

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DISPLAY NO. 9—AN AMAZING CONSTELLATION OF WORLD-FAMOUS CIRCUS STARS.

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Aerial Contortionistic Feats Without Parallel **THE GREAT DEARO**	Dangerous Feats of Lightning Speed High in the Air **EDWARD AND JENNIE ROONEY**	Culminating a series of Breath-Taking Feats High Over-Head with a Frightful Drop Through Space with His Head in a Hangman's Noose **THE GREAT ALOYS**	Lovely Aerial Artists in Deft and Daring Accomplishments on Circling Airplanes and a Lofty Perch **THE WALKMIR TRIO**	Climaxing Dizzy Feats Aloft with a Leap to a Flying Trapeze Far Below **MLLE. GILLETTE** — Wonderful High Perch Act of Exciting and Novel Nature **THE ANTALEKS**	Startling New and Unusual Upside Down Loop Walking Exploits **THE LU-LOLITA DUO**	New and Different High Aerial Feats on the Flying Perch **TORRENCE AND VICTORIA**

DISPLAY NO. 11—BEAUTIFUL TROOPS OF PERFORMING LIBERTY HORSES AND PONIES, PRESENTED SIMULTANEOUSLY IN THE RINGS AND ON THE STAGES BY THEIR TRAINERS, INTRODUCING THE GREAT **RUDY RUDYNOFF**, WORLD'S FOREMOST MENTOR OF FREE RUNNING HORSES; **ADOLPH DELBOSQ; GORDON ORTON; RUDY RUDYNOFF, JR.; PAUL HOROMPO; MISS BONNIE** AND **MISS GLORIA.**

Concluding

With **MADEMOISELLE MARIA RASPUTIN**, Daughter of Imperial Russia's World Famous MAD MONK and Confidant of the Late CZAR,

Presenting

IN THE CENTER RING THE MOST GIGANTIC AND SPECTACULAR EQUINE ASSEMBLAGE IN CIRCUS HISTORY, INTRODUCING SIXTY FREE RUNNING THOROUGHBREDS RACING IN CONCENTRIC CIRCLES AROUND A TOWERING PEDESTAL ON WHICH IS MOUNTED THEIR TRAINER, **MLLE. RASPUTIN**, WHILE A FLYING COLUMN OF TINY PONIES GALLOP ON THE NARROW RING CURB ENCOMPASSING THE WHOLE OF THIS INEFFABLY BEAUTIFUL TABLEAU.

(*Continued on page* 53)

Chesterfield Cigarettes Are Milder, Pure, and Taste Better—They Satisfy

CORNS and WARTS REMOVED WITH CASTOR OIL PREPARATION

Say goodbye to clumsy corn-pads and risky razors. A new liquid called NOXACORN relieves pain in 60 seconds. Dries up pedicured corns, callus or warts. Contains 6 ingredients including pure castor oil, camphor and cornspirin. Absolutely safe. Winner of Good Housekeeping Seal. Easy directions on label. 35c bottle saves untold misery. Druggist returns money if NOXACORN fails to remove any corn, callus or wart. Walgreen, Liggett, etc.

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A new and improved COLORED Pencil with a strong thin lead. Used and endorsed by well-known artists. Ideal for color sketching—and best of all, YOU CAN PAINT with these pencils using brush and water. Singly or in Assortments of 12 or 24 colors. Simply—

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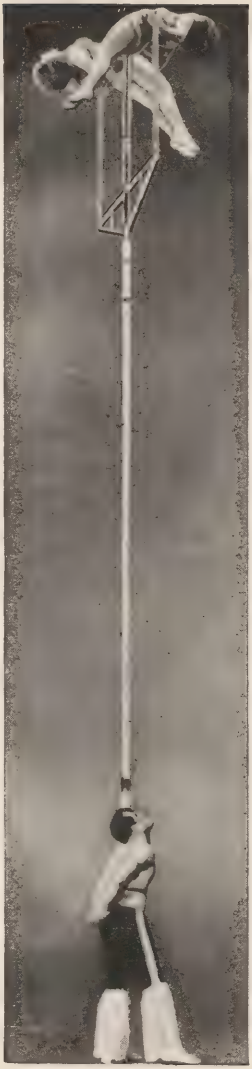

Behind The Spangles

[*Continued from page 6*]

circus man as the sight of that great serrated stretch of the big top at night, lighted by the flood lights of a power plant which is carried from city to city for the sole purpose of supplying the tremendous amount of electricity needed by the Big

[*Continued on page 81*]

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Nearest the Loop Northside Hotel

SINGLE with bath $1.75 $2.
DOUBLE with bath $2.50 $4.

Rooms that are large and comfortable—service that is friendly and hospitable—a splendid location under the shadow of the Wrigley Building—just a few minutes from the Loop. Ample free parking space. Cafe, Grill and Cafeteria famous for fine food.

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The
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RUSH AND OHIO STS.

SPORTING DOGS

Oorang Airedales, Cocker Spaniels, Springer Spaniels, Irish Setters, English Setters, Pointers, Beagles, Coonhounds, Trained dogs and choice puppies, $15.00 to $200.00 each, shipped on trial, safe delivery guaranteed, sold by mail only. We can please you. Best of references. Established since 1899. Write for descriptive lists of healthy, certified stock ready for shipment.

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LaRue, Ohio

OLD GOLD

America's Double-Mellow

CIGARETTE

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Contrasted With

THE MATCHLESS GROUPINGS OF THE **SANDOVAL TROUPES**, AND WITH INTERLUDES ENLIVENED BY ADAGIO FLIGHTS AND CATCHES.

DISPLAY NO. 13—INTRODUCING **COL. TIM McCOY**, THE SCREEN'S FOREMOST WESTERN STAR WITH HIS NEW CONGRESS OF ROUGH RIDERS, AND INDIANS, TOGETHER WITH A CONTINGENT OF WILD WEST CHAMPIONS AND THE AUSTRALIAN WAITES, WORLD'S GREATEST WHIP CRACKERS..

DISPLAY NO. 14—THE PARADE OF THE CLOWNS, IN WHICH THE HIPPODROME TRACK IS SURRENDERED TO THE TOMFOOLERY OF THE FUNMAKERS FROM EVERY LAND.

DISPLAY NO. 15—THE WORLD'S FOREMOST MID-AIR MARVELS IN AN ASTOUNDING AND BREATH-TAKING SERIES OF SENSATIONAL FLYING FEATS.

Amazing Athletes Who Fly Through Space in a Series of Daring Achievements
THE FLYING COMETS

A Company of Absolutely Fearless Performers Who Fly Like Winged Birds Through Space The World Famous
FLYING CONCELLOS

Daring Displays of Unrivalled Accomplishments on the Flying Trapeze By the Renowned Gymnasts and Flyers
THE FLYING RANDOLLS

DISPLAY NO. 16—GRACE AND BEAUTY OF EQUESTRIANISM CONTRASTED AMUSINGLY WITH THE CONVULSING MISHAPS OF THE WORLD'S FUNNIEST RIDING COMEDIANS.

Skilled Riders Executing the Most Novel and Unequaled Feats of Horsemanship
THE RIEFFENACH TROUPE

A Troupe of Bareback Riding Marvels Whose Equals do not Exist The Celebrated
LOYAL-REPENSKI FAMILY

Sensational and Graceful Horsemanship Here Alternates With Comedy Antics
THE WALTERS TROUPE

DISPLAY NO. 17—AN ASSEMBLY OF WORLD RENOWNED ACROBATS

First American Appearance of the Famed European Acrobatic Wonders
THE CLEVERES

China's Foremost Acrobatic Wizards
YOM KAM TROUPE

Sensational Acrobats from The Argentine in Novel and Breath-Taking Somersaulting Feats
YACOPI TROUPE

First Time in America Europe's Unicycle Sensationalists
THE MAYSY-BRACH DUO

Europe's Greatest and Most Astounding Acrobatic Stars Make Their American Debut—
THE WORLD FAMOUS MAGYARS

An Offering New to America—A Company of Acrobatic Whirlwinds in Amazing Feats—
THE MASCHINOS

Japan's Greatest Novelty Acrobatic Act
THE UYENO TROUPE

DISPLAY NO. 18—THE MOST SENSATIONAL HIGH WIRE FEATURES EVER PRESENTED, THRILLING NEW FEATS BY TWO COMPANIES OF DARE-DEVILS WHOSE DANGEROUS EXPLOITS HAVE MADE TWO CONTINENTS GASP.

THE GROTOFENT TROUPE **THE WALLENDA TROUPE**

DISPLAY NO. 19—HIGH SPIRITED JUMPING HORSES IN AN EXCITING DISPLAY FOLLOWED BY A THRILLING STAMPEDE OF WILD HORSES OVER FLAMING HIGH HURDLES. INTRODUCING **MISS DOROTHY HERBERT**, CHALLENGING THE WORLD WITH HER SENSATIONAL FEATS.

DISPLAY NO. 20—CIRCUSDOM'S OUTSTANDING SUPER-FINALE—TWO LIVING PERSONS ACTUALLY SHOT THROUGH SPACE IN THE SAME INSTANT FROM THE MOUTH OF A MONSTER REPEATING CANNON.

A Thrilling Presentation By

HUGO AND MARIO ZACCHINI

SUGGESTIONS TO PATRONS

Physicians and others who anticipate being summoned during the performance are requested to leave their seat numbers at the main entrance, in order that they may be promptly notified should any messages be received for them.

All articles found by any of the employees will be left at the main entrance, where owners may direct inquiries.

Patrons who find articles left in the seats are requested to leave them at the main entrance.

The management, seeking above all things to please its patrons, will gladly and thoroughly investigate any charges of discourtesy preferred against any of its employees.

Any demands for fees or acceptance of money for seats by ushers or other employees, or any incivility or inattention of any attaches, will not be tolerated. Patrons will confer a distinct favor by reporting to the management any violation of this rule.

The management positively disclaims any connection with ticket speculation, and reserves the right to refuse tickets bought from speculators. If the unthinking public desires to patronize speculators, it is hoped they will be careful not to be imposed upon, and make sure of the location and the regular prices for seats so bought. The management can in no manner be held responsible for such transactions.

NOTICE—In order not to disturb the audience, all persons are earnestly requested to remain seated until the end.

Several experienced detectives are in attendance at every performance for the protection of our patrons.

Address all communications pertaining to Advertisements in this publication to

JOSEPH MAYER, PUBLISHER, INC., 331 MADISON AVE., NEW YORK

OLD GOLD

America's Double-Mellow

CIGARETTE

PROTECTED BY 2 JACKETS OF CELLOPHANE

THE WORLD-FAMOUS MAGYAR TROUPE—Europe's greatest and most astounding acrobatic stars, who are making their American debut with the Ringling Bros and Barnum & Bailey Combined Circus

Cuticura Preparations

The SOAP, emollient and soothing,
used every day, protects as well as cleanses the skin.

For the itching of pimples and rashes and for minor cuts and burns use the OINTMENT. It quickly relieves and soon promotes healing.

The TALCUM, delicately medicated and with a clean, pleasing odor, removes the after-shaving shine without giving a powdered appearance.

The SHAVING CREAM, or STICK if preferred, gives a quick, easy shave and leaves the face smooth and invigorated.

Soap 25c. Ointment 25c and 50c. Talcum 25c.
Shaving Cream 35c. Shaving Stick 35c.

Proprietors: Potter Drug & Chemical Corporation, Malden, Mass.

LET'S BE FRIENDS

A dog on the hearth, a good book in the hand, and smoke curling upward from a fine cigar—what man could be lonely in such pleasant company?

DUTCH MASTERS

10¢ *and up*

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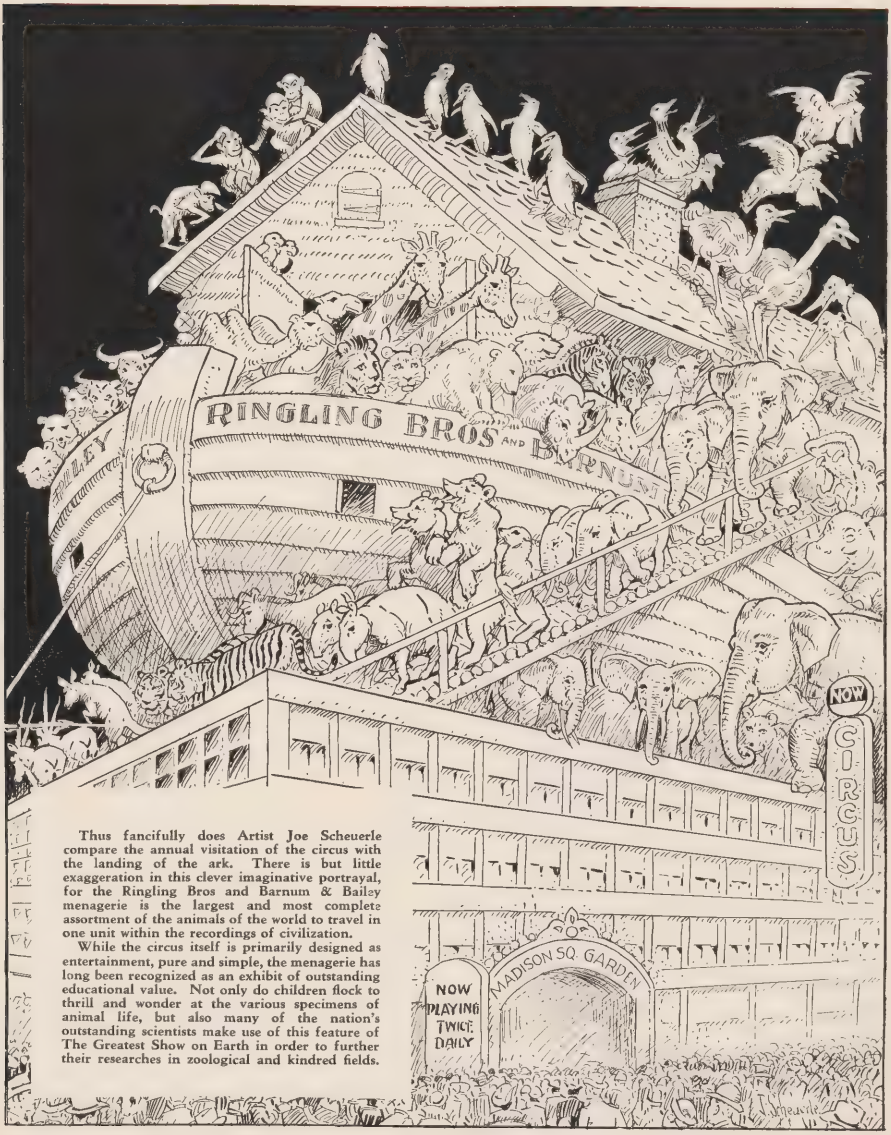
THE PLEASURE'S ALL YOURS

MOUNT ARARAT . . . 1937 STYLE



Thus fancifully does Artist Joe Scheuerle compare the annual visitation of the circus with the landing of the ark. There is but little exaggeration in this clever imaginative portrayal, for the Ringling Bros and Barnum & Bailey menagerie is the largest and most complete assortment of the animals of the world to travel in one unit within the recordings of civilization.

While the circus itself is primarily designed as entertainment, pure and simple, the menagerie has long been recognized as an exhibit of outstanding educational value. Not only do children flock to thrill and wonder at the various specimens of animal life, but also many of the nation's outstanding scientists make use of this feature of The Greatest Show on Earth in order to further their researches in zoological and kindred fields.

"FIGHT THE FIRE FIEND"

Pyrene FIRE EXTINGUISHERS

66%

of all fires — and fire deaths — are in homes!

85% during waking hours.

98% are small when detected

(Read it again)

That's why you need a

Pyrene

Fire Extinguisher in your home

!

Pyrene Manufacturing Company
NEWARK NEW JERSEY
ATLANTA KANSAS CITY CHICAGO SAN FRANCISCO

Makers of Pyrene Tire Chains

Spring And The Circus

[*Continued from page* 8]

are unloaded to haul the two hundred baggage wagons, which carry the tents, the poles, the seats, the cookhouse and dining department and tons of other paraphernalia, to the Brooklyn lot. Hence, when the two trains in Boston are loaded on Saturday night with the performance, the menagerie and the rest of the actual exhibitions, the thirty-one huge tents are up and ready for their Brooklyn arrival. Thus, the Big Show goes under canvas; thus, the real, Simon-pure tour begins, for the circus plays under canvas from then on until the band plays "Home, Sweet Home" in Miami or Tampa in November.

Under canvas two more rings are added to the big top spread. The performance is larger by these two rings than it is in New York and Boston, for the buildings cannot accommodate more than three rings and two stages, with encircling hippodrome track. But the Ringling Bros and Barnum & Bailey big top, the world's largest tent, easily encloses five rings and two stages, with a larger hippodrome track.

Real New York circus fans await the return of the show to Brooklyn, for it is their claim that the circus is only the circus when under canvas. These good friends hurry over to Brooklyn to see the great tents, the stir and bustle of the Ringling-Barnum army on the lot, the gay crowds on the midway approach to the Big Show main entrance and the newly arranged attractions of the menagerie and the main performance. Also, they wish to inspect the long lines of sleek draft horses in their canvas stables, and they wish to watch the scores of cooks and waiters making ready and serving meals to the 1600 people with the show in the huge dining tent. Then, too, there is the side show tent, with its exciting line of pictorial banners, its "talkers" on the boxes and its platform ballyhoos. Crowds pushing toward the ticket wagons add to the holiday spirit. Yes, it's gay, exciting, thrilling—the Big Show on the lot in Brooklyn, just as it is in Philadelphia, Washington, Baltimore, Providence, Portland, Buffalo, Cleveland, Chicago, St. Louis, Denver, San Francisco, Los Angeles and the cities and towns between. And, when the show plays a date in Danville, Illinois, or in San Bernardino, California, exactly the same performance is given as that upon which Brooklyn gazes.

How long does the show play in this or that city?

[*Continued on page* 80]

HEALTH AND THE CIRCUS

The Story of the Florence Nightingale Hospital of the Ringling Bros and Barnum & Bailey Combined Circus

By DR. HUGH GRANT ROWELL,
Teachers College, Columbia University

(Reprinted from Hygeia, the Health Magazine published by the American Medical Association, by special permission)

Dr. Hugh Grant Rowell

IMAGINE, if you can, a hospital which from mid-April to mid-November travels some 15,000 miles, north, east, south and west, in jumps varying from 14 to 284 miles, serving a traveling community of all classes and big top social castes of some 1,500 persons. That's the "Florence Nightingale," Number 99, the new hospital car of the "Greatest Show on Earth."

The hospital car is part of a fairly complete traveling medical service. In comes the "Squadron," or first train, sometime in the early hours of the morning. Quickly following it is the second section. From this train descends the medical orderly, a valued aide with years of experience. He goes to the grounds, sets up the medical office and gets everything ready for the Medical Director Dr. Joseph Bergin.

In comes section three. And finally appears the fourth or performers' train where among sleeping cars named for various states, you will find the "Florence Nightingale," no mean tribute to that Crimean humanitarian.

Car 99 is one of the finest, structurally, on the four trains. It is painted, like the others, a true Pullman green, with the name of the show in gold letters where the word "Pullman" generally appears. The car is of standard length, some 70 to 72 feet, usual for both sleepers and circus cars of all types.

As you look at the sides of the car you wonder how you enter. There appears to be no door. Entry must be made at the end. Several feet usually devoted to vestibules is incorporated in the interior of the car where every inch of space is needed and used.

Up a short ladder you go, since the car is not attached in the yards to the rest of the train. In through a screen door, and you enter the operating and treatment room. Here you will meet Miss Daisy Jones, head nurse, in a white uniform with a black band on her cap, and her assistant, who combines nursing and Southern style cooking as a career. These two nurses are left in charge of the hospital when the doctor and his assistant maintain medical service on the grounds.

THE interior of the car is fascinating. If you are fortunate enough to chat briefly with busy Mr. Sam W. Gumpertz, general manager of the circus and the Elisha bearing the mantle of the Ringling brothers, circus prophets and leaders, he will smile with pleasure if you like the car. And why not! He designed it, supervised the building in the show's shops at Sarasota, Fla., found a physician to put in charge of the existing medical department, and already has the satisfaction of knowing that another winning feature has been added to the

Just one of the unusual things about this fascinating hospital car is its main portal of entry —it's found to be on one end rather than on the sides.

At left is shown one of the largest of the three wards included in the Florence Nightingale. Below, a performer receives first aid treatment for a minor injury.

most beloved of his amusement enterprises—a feature, this time, that is humanitarian. If you have an opportunity to meet charming and friendly Mrs. Charles Ringling, minister's daughter, widow of one of the five famous brothers, she will tell you that they have wanted the "Florence Nightingale" for some time. Nowhere in the show do you find anything but praise for it. A visitor is amazed at what has been done in the comparatively small space available.

On one side of the entry, inside the car, is a linen and supply closet. Opposite is a wash room and shower bath. The adjacent operating and treatment room, small but well equipped, has the usual table, sterilizers, instrument cases and even an infra-red treatment lamp with which some dozen or more treatments are given a day, for sprains and sore muscles are inescapable in circusland's program of feats of skill and daring.

Down the car, as in Pullman stateroom cars and in European passenger cars, is a corridor at the side. In the wards the passage is at the foot of the beds, which are placed across the car. Between the operating room and the wards is the doctor's stateroom, having a real bed and the usual comforts.

THE three wards have three, two and three modern hospital beds, respectively. Special "gadgets" make it possible to raise the heads of the beds and make various other adjustments as in any good hospital. Each patient has an individual locker, chart board and push button for service. Wash bowls and a flush toilet are available; in the latter there are special sterilization possibilities, if needed, and the container is concealed in a special compartment in the "possum belly" under the car. This "attic" is built as a cellar and has as vast a capacity as attics do in most homes "on land."

Next to the wards, at the other end of the car, comes the kitchen, planned like that in a modern city apartment. The nurses' boudoir is at this end of the car.

Overhead are tanks holding some 450 gallons of water, which is changed daily. Lighting is by electricity. Electric fans are supplied at strategic points, assuring, with the doors and windows, satisfactory ventilation. Heating is by portable oil stoves; coolness, not warmth, is the usual problem in a circus car.

The pleasing decorative scheme is aluminum gray and purple. The wall color is aluminum. All curtains for windows and cubicles are purple. The cubicle curtains, as in a modern hospital ward, are suspended from metal frames and make it possible to give each bed all the privacy that is needed.

The "Florence Nightingale," throughout leaves you with the impression of its simplicity, practicability, attractiveness and thorough planning.

Why does a circus need a hospital car? The answer lies in observing the medical service "on the lot."

In the "back yard" the "back of the show" activities are carried on. Here performers have their individual or community dressing tents and wagons, and here they live and eat during the day. In easy access you will find a tent which is the busiest spot in the private streets of the circus—in the Village of Spangleland. This is the doctor's office and, in earlier days, some one often painted a crude "DOC" on the sidewall.

The waiting room is beneath a canopy about 12 feet square, separated by a canvas partition from a treatment room about 6 by 12 feet where may be seen the instrument table, cot and specially devised trunks for carrying medical equipment and supplies. Except for the lack of magazines of doubtful age and interest, the use of portable chairs and the circus atmosphere about, you might well be in any medical office,

THIS medical service on the grounds is comprehensive. New employees are examined. The circus does not want to add persons with heart trouble, ruptures and contagious diseases, including venereal disease. So it eliminates them from the start. In addition to the work of the sanitary department, which uses army methods, and in addition to the huge sterilizing dish washer, which is carried on a special wagon and does dishes for about 4,500 meals a day, the medical officer provides and requires routine protection against smallpox, typhoid and paratyphoid fever.

First aid service is provided to meet the needs of the twenty to thirty thousand daily patrons of the show, any of whom, in spite of precautions, might require first aid as a result of fainting or an accident. Safety methods galore plus the superior ability of circus employees to control crowds keep down the injuries. There are also to be remembered those racketeers who either fake accidents or exaggerate the slightest hurt. Here, for legal as well as professional reasons, the importance of a show physician is recognizable if only to insure fair play to all concerned.

AND now about the service to the show's personnel in times of illness or accidents. It is generally agreed that circus employees, as a group, are of a physically superior type. From professional if not moral necessity the performer leads a generally cleancut life and spends much of it outdoors. The food in the cookhouse on the Big One, both under the late Ollie Webb and the present steward, Mr. Blood, is excellent, and the menus would meet the approval of any nutritionist. A recent dinner consisted of clam chowder, codfish or mackerel with potatoes and green vegetables, slaw salad, fancy cake, with the usual accessories in drinks, bread and butter and condiments. Lettuce salads are sometimes served. Delicious baked custard puddings, with a touch of whipped cream on top have appeared as desserts. Variety is excellent, and there is always plenty of everything. The sterilizing dish washer adds another health feature.

Dr. Bergin and Orderly McCarthy pose in front of the office on the lot. In the rear is the main dressing tent.

Since one cannot control the weather, respiratory diseases are one source of illness, and injuries of the athletic types—sprains, strains, and even fractures—form the other common source of indispositions. Any other type of illness, however, may occur, and the circus must be prepared for it.

Here the Florence Nightingale becomes of real service. Previously it has been necessary to leave behind, in good hands, all but the mildly sick or injured. There they were, in strange communities, far from their tented home and friends. Car 99 makes possible improved service at lower cost. For, in addition to running up heavy hospital and medical bills, the temporarily deserted performer, who is often an important feature in the program, may not return to retraining and actual work as soon as possible. Furthermore, it costs a great deal of money to transport the patient back to a show that is making mighty jumps all over the country.

MANY patients, hitherto left behind, may now remain "with it," under their own family doctor in their own community hospital; for a circus is after all only a big village. Certain patients will still require special hospitalization and consultation service beyond what the show can make available from its own medical resources. Here enters the professional judgment of the circus doctor, as in the case of any family physician. Inevitably the patients with serious cases must still stay behind. Nor can those with contagious disease be carried. They must remain behind in quarantine.

Today the costs of medical service and hospitalization and how to meet them are always of interest. Here in the circus is a situation resembling that found in communities where a doctor has been procured and underwritten and provided with a suitable hospital. In the circus the augmented medical service is too new to have a fixed plan for meeting costs. Previously, sometimes, as on a ship, stated fees have been charged by the physician. At other times, some sort of weekly payment has been made to underwrite the costs, as in the present ten-cents-a-week hospital plans. While the new medical service on the Big One has already made good in terms of performance, time will be needed for cost analysis, though there is little doubt that it will give better service for less money than the previous systems.

Little has ever been told of circus health programs. Even though existing, they are missed by the visitor whose interest characteristically is in the glitter, glamour and amazing skills and feats in the arena. Furthermore, back yard life is and should be private. Even that erudite story hunter, Roland Butler, general press representative, respects the private life of this community in a manner not found in other amusement circles. Nor, interestingly enough, have circus doctors, from the late pioneering and beloved William Shields to the present incumbent, sought or even desired personal spots in the limelight. Theirs, they have felt, is the privilege of service. They have, according to professional confreres, done well. Great clinicians like the late Neil Hoskins of Detroit have even served as locum-tenens. As with all family doctors—and that's what they are—circus medical directors have the satisfaction of knowing they have their own peculiar place in the hearts of their community.

That, after all, is what every physician desires above all else, whether he has his own practice and little hospital or whether he tours the country with the first circus hospital, the "Florence Nightingale," as medical director of the enormous caravan which has come, to most people, to be the true exemplification of the word "circus," the distinctively American amusement.

AIRPLANE PHOTOGRAPH OF RINGLING BROS AND BARNUM & BAILEY COMBINED CIRCUS

Remarkable Aerial Camera View of The Greatest Show on Earth on the Spacious Circus Grounds at Los Angeles, California

The larger tents are as follows, moving from the lower left hand corner of the photograph upward and across—draft horse tent; part of draft tent; ring stock tent (performing horses); dressing room tent; the world's largest big top; menagerie tent; side show tent, and below it in the center of the foreground the dining tent, with cookhouse and auxiliary canvas. This layout covers eighteen acres. There are 41 tents in all, and all are manufactured by the show.

The Great Common Denominator—The Circus

"ONE of the most wholesome, exciting experiences available in the world today,"—that is the way the Columbus, Ohio, *Dispatch* describes Ringling Bros and Barnum & Bailey Combined Circus in an editorial accompanying the above cartoon by the talented artist, Harry Keys. The cartoon and editorial appeared in the *Dispatch* on July 7, 1936, the day before the circus' annual appearance in Columbus.

• • •

Stressing the ageless appeal of the circus, the *Dispatch* says, "For the adults there is remembrance of the olden days when the thrill of the year came on circus day; for the children there is magnified repetition of the glamorous experiences which their elders recall. . . . It excites the emotion of wonder with strange animals and peoples; caters to thrills with the daring recklessness of the acrobats, the spectacle of charging horses—and beyond these things, it brings a momentary view of another world, a bespangled land where sawdust is the earth and a canvas cloud the sky."

• • •

JUST A FEW LOOKS INTO THE LIVES OF THE BIG SHOW ARTISTS AND WORKERS

For Strictly Speaking, That's One Way of Classifying Them, But They All Work, Each In His Own Way, and All Live For The Greatest Show on Earth. Here Detailed Are How They Live, Where They Come From: And That Jumps From 8-Horse Drivers To The Lovely Girls Among The Stars

EVEN at this late day, when the big top of the Big Show—Ringling Bros and Barnum & Bailey—arches in an impressive sweep against the sky, there are good people who ask: "Isn't it a hard life?"

They are the folks watching a thousand men building a canvas world in what might be called, comparatively speaking, a jiffy.

Others, arriving eagerly, breathlessly, children in hand, see almost half a hundred tents blown into giant mushrooms since the dawn. They thread through the dense groups in the midway, pass into the great oval of the menagerie, drift with the crowds into that vast expanse, which is the big top, to view the afternoon show. Stunned by the concentric ellipses of slanting quarter poles, by the complex pendant tons of aerial rigging, by the seemingly limitless tiers of grandstand chairs, they halt and ejaculate: "How do they do it?"

Still others, gazing at hundreds of artists performing in the five rings, the two stages and in the air above and roundabout, are almost awed when they see the hippodrome track also fill with acts and clown sallies. These patrons are bound to ask: "Where do these circus people come from and how do they live?"

Now, these questions have been answered time and again in the country's daily newspapers, its magazines and by the personnel of the Big Show, but it is surprising how few yet know these same answers.

If you ask a circus workingman about the hardships of his life, he'll likely—if he is an oldtimer—snort: "Hardships! Hardships with this show! Nothing to that, at all, unless its around 100 degrees in the shade or the lot's knee-deep in mud. Now, with the old Blank show, we had hardships. Why, I recall—" He'll be off on a grand yarn if you've time to listen and if he has leisure to tell it, which he has, after the "big thing's up."

But, if anybody has a tough time around the Big Show, it should be the members of the many working departments, and the point I'm making is that hardly any of them will admit it; in fact, it will not occur to them that theirs is a hard lot. They eat the best three times daily and they eat all they want. Their food's the same as the big boss eats, too, they'll add. What's more, every man jack of them has a berth in a show sleeping car on one of the four long circus railroad trains. They'll admit they work like blazes when they're on the job, but there's plenty of time to rest and nap during the day after the show's up. Then, too, the system of the Big Show—Ringling Bros and Barnum & Bailey Combined Circus—has eliminated many tough spots that must necessarily hamper the small circuses. The Big Show has man power in plenty, and it has the railroad car room to make for comfort.

Early rising circus fans who meet the first section of the show trains in an exhibition stand, see the working forces in the sleepers attached to that train piling out at 3:30 A. M., and they are apt to overlook the fact that the majority of men aboard were able to turn in around 7 P. M., in the last town; that is, if they were so inclined. Of course, the menagerie men, drivers of cages, pole-wagons and so on, who troupe on the first section, may not roll into their berths before the train leaves at 10:30 P. M., but they catch up in their sleep during the succeeding day. This goes also for the workingmen on the second, third and fourth sections. The Big Show, with its trains rolling out of an exhibition stand at convenient intervals, is able to systematize its gigantic routine of heavy tasks with clock-like precision, so that every worker knows when and how to get his proper amount of sleep.

A family group in the backyard of the big show at leisure between performances

How about the performers, you may ask?

Well, your performer with The Greatest Show on Earth may retire at any hour he or she wishes after the night performance is over or, rather, after he or she has bowed to the audience for the last time. Usually, the performers stop in cafes for a night lunch, if the way from the lot to the train lies through or near the business district of the city. That is generally the case, for not often do the cars lie near the lot. However, when they do,

many of the performers, as well as members of the business staff, go directly to the sleepers, where, in the suites of stars, families and executives, midnight feasts are prepared. You see, it's a long time from 5 P. M., dinner on the lot until midnight, and the troupers are almost always hungry after the night show. Those who do not care to eat on the cars and may not wish to make the long trip to town will likely get a snack in the lunch stand in the "backyard" of the show, which is the circus performers' greenroom. Of course, there are many who will not think of eating again after the heavy circus dinner at 5 P. M., in the dining tent. There are circus performers who must watch their figures, too, you know, but not many. Their work takes fairly good care of that.

When do they have to get up in the morning?

When they jolly well please.

Most of the staff and almost all the performers have their homes in the Pullmans of the fourth section. This train, which also carries the ring stock—that is, the horses used in the performance—and the elephants, all housed in circus Palace stock and elephant cars, leaves an exhibition stand around 2 A. M., and generally arrives in the next day's town around 8 or 9 A. M. The artists may sleep as long as they wish, for they need not get on the lot before 1 P. M., and they have no other call to answer. Of course, most of them swarm out of their sleepers around 10 A. M., and make for town. They may breakfast in hotels and restaurants, or they may hurry to the lot to breakfast in the dining tent. It's entirely a matter of preference, and the show's steward, who supervises the serving of about 4500 meals daily, has no trouble in gauging his quota of meals. He knows from long experience about how many will go to town for breakfast. He knows distances and the locations of trains, the town's business district and the lot in every city from Bangor to San Diego.

Of course, the above applies to one-day stands, for, when the show plays two-day, three-day and week stands, hundreds of the staff and the artists go to hotels. This is true of Sunday towns, too, for the circus always reaches its Monday stand on Sunday, and the personnel makes for hotels upon arrival. During the heat of mid-summer, the Sunday stands, with cooler hotel rooms and cooler bathtubs, are welcome.

There are no bathtubs with the circus, either on the trains or on the lot. There are shower baths in the vestibuled ends of the sleepers, and on the lot are the time-honored bath buckets; for every performer, coming back to the dressing tents after his act in the big top, goes for the bucket bath. It's the one relief on hot days, but hot or cold weather, the bucket bath functions, even in early spring and late fall.

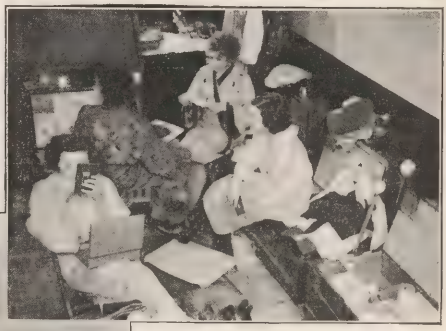
If you have ever watched the swift erection of the circus city on the lot, you may have wondered what was the use of the hundreds upon hundreds of buckets you saw unloaded. Well, that's the answer—the bucket bath. Of course, there are buckets in the horse tents—everywhere. Over in the side show dressing rooms are still more. In the cookhouse, the band top, the wild west top, the other auxiliary tops, one finds more buckets.

How about drinking water? Is that in buckets? No. There are water coolers here and there around the show—in the dressing rooms, in the office wagons, on the front door, in the rest tents of the working departments, in the cookhouse and dining tents, in the sleepers.

Have you ever been in the "backyard" of the Big Show?

Anyone who has will tell you it is a glimpse of another world.

It is and it isn't, for life there is much like life everywhere in the big and little cities of the land. It is, however, the assembling spot for the people who compose the great displays in the performance. Here are halted troops of horses, herds of elephants and camels before they, too, push through the "back door" into the big top. Here is also assembled the huge opening spectacle of the show. Elephants are seen kneeling in long lines while be-robed attendants adjust howdahs. Trappings are arranged on camels here. Hundreds of horses, caparisoned, mounted at the near-by ring stock tent, are wheeled by their gaily dressed riders into ranks. Then, the "backyard" *is* another world. It is a riot of color; it is, to be banal, picturesque. But it is mighty interesting, even to those of us who have been under



(Top)—A quiet interlude in the dressing room before the bu-'es sound assembly for the Big Show's opening spectacle. Three girl aerialists enjoy a leisurely chat as they make up for the pageant

(Left)—Needles are always flashing somewhere in the dressing rooms of The Greatest Show on Earth. Here is Betty Rieffenach, of the famous riding Rieffenach family, sewing on a ring costume

By arrangement with and courtesy of the New York News

LOOK! A WHITE SHOE CLEANER THAT DOES ITS "ACT" RIGHT!

. . . says Jennie Rooney
Ringling Bros.-Barnum & Bailey Circus

"NO-RUB doesn't settle and it STAYS ON" . . .

The headliners in the Big Show have hunted high and low to find the quickest, easiest, best. Here it is—economical and smartly packed

NO-RUB
(because it doesn't rub off)
10 cts. 25 cts.

"Do I recommend NO-RUB? Look at them, cleaned in a jiffy. NO-RUB is the easiest shoe-white I've ever found to put on. It's always ready. Just reach for the bottle. *No chalk. No clay. No settling. No shaking.* You just apply. NO-RUB spreads like good news, and it's perfect for all types of shoes—Canvas, linen, leather, smooth or buck—

AND BEST OF ALL NO-RUB STAYS ON!!
USE NO-RUB—THE GREAT WHITE WAY FOR SHOES

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Makers of nationally known NO-RUB Floor Wax and NO-RUB Furniture Polish
Obtainable also in all Department, Variety and 68,057 Grocery Stores

The Doll Family, famous for their circus and movie work, are shown here with the world's largest incandescent lamp of 50,000 watts.

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MAZDA lamps made by G-E give you more light for your money because they *Stay Brighter Longer* than inferior substitutes. General Electric Co., Nela Park, Cleveland, O.

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the Ringling Bros and Barnum & Bailey banners for years.

And, after the stir and pageantry of the spectacle, when the ingress and egress of acts at the big top "back door" settles into more or less quiet routine, the "backyard" assumes another character. It is that of city neighborhood. People in acts that have an hour or so before working; people in acts who have appeared in the performance gather in front of the dressing tent and the private dressing wagons and tents of the stars to visit, to do needlework, to read, to write letters, to paint in water-colors, to play games. Yes, bridge flourishes on the Big Show.

Children of circus families dig in improvised sand piles, or romp with pet dogs. Some toddlers may be seen practicing acrobatics on strips of carpet or on light mats. Others may listen to their elders, as they tell of trouping in far places or recall exciting days and nights in distant seas or with the Big Show itself. Visitors, many of them performers, are always in the "backyard," and their coming recalls past incidents, past revels, past trials.

Over here a group of clowns, acrobats, riders and aerialists may be seen arranging a baseball schedule, for there are always a dozen or more teams in the backyard, and their games are held between the matinee and night performances. Over there in front of the wild west top a group of cowboys may be indulging in a private rope spinning competition. Close by, two or three pretty girl performers may be arranging a soft-ball game, for the girls with the show not only play soft-ball, but have maintained two or three regular baseball teams.

And speaking of pretty girls. Perhaps you have noticed, as have the newspapers and magazines the last year or two, the large number of really lovely girls with the Big Show. You may wonder whether that influx of beauty is a result of managerial effort or whether the pretty youngsters just happened to join. Well, the answer is that the management scoured Europe for acts with pretty girls predominating. Each winter the personnel director of the show visits every country on the Continent. Where he has two acts of very nearly equal appeal, he selects the one with feminine allure. As for the American acts, several lovely adagio dancers were brought to the Sarasota winterquarters of the circus and there trained in aerial work. These girls were acrobats to start, and, in a few months, were turned into amazingly agile and expert aerial performers. Other pretty girls, who had been spotted in horse shows and in other branches of the amusement business, were offered a chance to join the Big One, and were broken into new routines. And these girls knew others and brought them along; so suddenly it became apparent to newspaper reviewers that the Big Show had gone in for youthful beauty.

It was largely like that. Then there are personable daughters of circus families constantly growing up and joining their acts or appearing in single offerings of their own.

These single girls have Pullmans to themselves, with the head portress of each acting as chaperone. The girls have to be in their cars at certain hours, and they are rather closely supervised. The cynical may smile at this, but don't forget that circus discipline is not that of the theatre. There's a reason. Circus people live like a huge family, and the circus is mainly made up of families. There could be no circus without discipline, and, in this respect, the Big Show is strict. Married people predominate in the acts, as is natural. They have their pride in their profession, as their forebears have had before them. It is not to be expected that all single girls would realize this, so all Big Show parties are under supervision — not always by the management, naturally, but by circus families themselves. They are none the

[*Continued on page 74*]

MISS ANTOINETTE CONCELLO,

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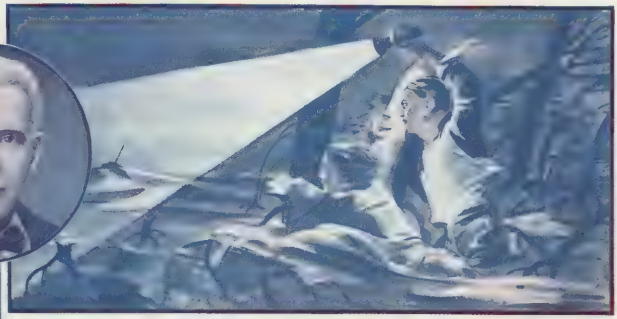
A New Utensil Free Should BRILLO Fail to Clean

—Bob Leavitt

Action! Suspense! Thrills! The great Wallendas are on their wire high above the rings and stages. Nerves are taut, pulses quicken—then hearts stand still. They're three high on bicycles! Three high! Watch her! She's up! She's up!

Woman Deep-Sea Diver Saves Five in Hurricane

Capt. Buck Hamilton, daring skipper who rescued the Pettys and their friends.



Mrs. Jack Petty Swims to Mangrove Swamp with Flashlight After Boat Capsizes . . . Then Signals Captain Buck Hamilton to Thrilling Rescue

But let her husband, Capt. Petty, tell the story in his own words:

"My wife and I are deep-sea divers in the shell and coral business, or were before we lost everything in the storm—and if it hadn't been for the flashlight and batteries God knows we would not have been here today. Let me state that my wife is the only woman today that works in water 20 to 80 feet deep. We work together and are well known in this part of the country.

"Monday, (Labor Day) we got up at 5 o'clock. The weather looked bad. Storm warnings were up.

"We were tied up at Whale Harbor (which was completely wiped out by the storm) at the time.

"There were two more boats tied up there, friends of ours, and I asked what they were going to do. One said he would move to Snake Creek, 5 miles north of there if his motor wasn't broke down. I told him I would take him in tow. So at 3:30 that afternoon we left for Snake Creek, made it by 5:30. My wife said I had better

go and get some food to put aboard the boat, so I went to Tavernier, just a few miles, got something to eat for my wife and myself, some rope, a flashlight and some batteries. Luck was, they were Eveready—fresh ones; I looked to make sure. I got back to the boat at 6:05. It was then blowing about 70 miles an hour. My wife cooked supper and the boys on the other two boats had supper with us.

"By then it was sure enough blowing. The boys went back to their boats and we waited for the worst to come. Which it did from 7 to 10. Black dark, the wind was about 100 miles an hour. At 7:40 the first boat went down. With the aid of the flashlight he made it to our boat and got aboard. At 8:10 the second boat went down. That man and his 13 year old son who was with him would not have made it if it hadn't been for the flashlight.

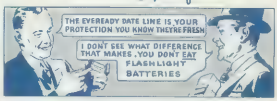
"Remember the flashlight was burning steady in all that wind and rain. At 8:30 my boat started to turn over. The man and his son left first; then the next man. My wife, who had on a pair of pants, put the light in her pocket and jumped overboard. There was between 12 and 20 feet of water under us. Then I left the boat. I knew it was all over. How we finally got together God alone knows. We drifted into the mangrove trees and then from tree to tree.

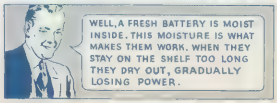
"Finally we all got to one big tree and hung there. I don't know how long we had been there when my wife said 'Honey, get the light out of my pocket', I asked her what light and she said the flashlight. It had been under water since 8:30. I got it and turned it on, never expecting it to burn, but those batteries were still good. We used the light for a signal in the hope of some one seeing it and picking us up. Some one did, and turned a spot light on us. We made our way then from where we were to them. It was then 12:45.

"The man that saved us by the aid of the flashlight that night was Capt. Buck Hamilton of Key West.

"Believe me, if you want good, fresh batteries to stand the storm-test get dated 'Eveready' batteries. We know!"

Captain Jack Petty





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—GIVES 25 TO 50% MORE SUDS,

SAY WOMEN EVERYWHERE

Now comes the New 1937 Rinso—*better than ever!*—to thrill women with its much richer, faster-acting suds. Women who have tested the New Rinso say it gives 25 to 50% more suds. It washes clothes 5 or more shades whiter than ordinary soaps—*safely.* Even in hardest water, the New 1937 Rinso gives the thickest, liveliest suds ever. Recommended by the makers of 33 washers.

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The biggest-selling package soap in America

I OWE MY HAPPINESS TO YOU...BLESS YOU!

Feel your body glow with *extra*-cleanness as Lifebuoy's thrilling lather carries its special purifying ingredient deep into your pores...Really stops "B. O." Remember this ingredient is not in any other well-known toilet soap...Its scent rinses away.

Yet Lifebuoy does its work *gently*...Women everywhere swear by its "20% milder lather"...It freshens, clears, brings out *natural* complexion beauty. For your health's sake, use Lifebuoy for your *hands*, too—its lather removes germs as well as dirt.

stops 'B.O.'

Approved by Good Housekeeping Bureau

CLOWNS OF WORLD RENOWN, CLOWNS FROM EVERY LAND —150 OF THEM—AND LEADING THEM IN HILARIOUS ENTRYS, THE GREATEST LAUGH MAKERS IN ALL CREATION

FELIX ADLER, world's best known clown, painting the face that has made millions laugh

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Paul Mortier
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Skip Greenwood
Musty Maxwell
Obo Trio
Ed Holt
Alf Leston & Company

Joe Lewis
Edwin Johnston
Harry Atwater & Jesters
Allen Heston
Ralph Santova
Hart Trio
Edward Guillame
Johnny Powell
Jacque Oldman
Splinters
Bluch Landolf
Billy Denaro
Guillame & Edes Trio
Jack Guice
Santos Guice

Johnny Guice
Three Colters
Chesty & Company
Tad Tosky & Ring Duo
Willie Moser & Troupe
Applegate Octette
Elmer Petrie
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Rusty Moon
Wally Becker
Dudley Pond & Troupe
Bob Klicky
Rudy Newmeyer
Ora Sparks & Joy Trio
Bill Houston

Bell Trio
Paul Jung
Luke Le Croix
Johnnie Grady
Dan Blencoe
Tony Spragg
Polidor
Tom Hart
Everett Hart
Paul Jerome
Paul Wenzel
Lou Jacobs
Harry Nelson
Jeff Wenzell
Sammy Wenzel

Bill Barlow
Pete Baxter
Art Antigo
Tom Spry
Sam Statler
Boots Berry
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STETSON HATS

John B. Stetson Company, Philadelphia, New York, London, Paris

Just a Few Looks Into The Lives of The Big Show Artists and Workers

[*Continued from page 67*]

less gay, these parties, because of that supervision, but they follow the code.

The girls of the show, and this goes for the young married ones, too, have no trouble holding their beauty. Their life is much easier than that of their sisters in what is left of the vaudeville and stage-show theatre. Circus girls have but two performances a day. They lead, of course, the healthiest lives possible; they eat well, regularly and sleep regularly. Their suites, staterooms and berths on the trains are cozy, and are made home-like with all sorts of feminine decorations. Curtains, drapes and pictures adorn them. The girls have time daily to patronize beauty shops, and there are portresses with the show who add to their income with this activity of the beauty ateliers. And circus girls, especially those with The Greatest Show on Earth, know how to dress. Many of them are in Europe in the winter, and return in the spring with all the Parisian angles. All of them shop a lot in New York in the spring during the Big Show engagement in Madison Square Garden, but that's not all. If a store in Tulsa has a smart model, the girls will spot it. One of them will grab it as sure as the sun sets. There are a lot of girls, you know—sixty in one aerial number, alone—and some of them are always shopping. The competition in smart ring, stage and aerial costumes is fierce, also. You will have noticed that if you have seen the Ringling Bros and Barnum & Bailey performance recently. Continental acts that have been remiss in regard to smart appearance in their work, frantically adopt the best the American girl performers wear, while the American lovelies lose not a day in adopting or adapting something that a new Continental star may bring from Paris or from middle Europe. For instance, a girl came to the show who knew costuming. She flashed some very attractive aerial ensembles in black and white and silver. She started an epidemic, but no two copied costumes were alike. The girls have imagination, a sense of color and line values.

Where do the girls come from? That's been partly answered; in fact, wholly so, but to recapitulate: They come from Europe, where they are invariably born of generations of circus performers. They come from China and Japan, and, there, too, they are from performing families. They join from the Argentine, from Mexico, from Australia, and, without exception, their families are circus people. The girls come from America, and,

[*Continued on page 81*]

—Maxwell Frederic Coplan

HOTEL RINGLING, THE WORLD'S LARGEST TRAVELING RESTAURANT

How the People of The Big Show Eat, When and Where They Eat, and How Food is Made Ready for Them

HAVE you ever strolled around the 17 acres that once a year in your city sprout a magic growth—the vast tented city that is the Ringling Bros and Barnum & Bailey Combined Circus on the lot?

Did you ever approach the cluster of large and small tents somewhere to the side or the rear of the layout and see a flag fluttering from a halyard on the largest tent bearing the lettering Hotel Ringling? If you got that far, you were hooked, for the Hotel Ringling is the cookhouse, dining and commissary department of The Greatest Show on Earth, and it is one of the most interesting spots on the circus grounds.

This little city in itself is carried from town to town by the first of the four circus trains. It is a little city that moves on wagons from the train to the lot and back again daily, and its goings and comings are most important to the 1,600 people with the Big Show, for it feeds them. It generally arrives in an exhibition stand before dawn, and, at 3:30 A. M., it is being unloaded from the 70-foot steel railroad cars that carry its wagons. In a very few minutes, these wagons are rolling toward the circus grounds, and, shortly after that, its tents are up, its chefs and helpers are busy at the ranges and steam tables, and the odor of steak and eggs, bacon and eggs, good coffee, oranges or melons, is arising on the morning air. Elsewhere on the lot, the menagerie and draft horse tents, which also arrived on the first train, are looming against the sky. Soon, the hundreds of workingmen, who drive the teams, raise the canvas and the men who have laid out the angles to which the big top and the rest of the 41 tents will conform, will be at table. They, with their bosses at a head table, have one-half of the dining tent; that is, they do, with the bosses and workingmen coming in on the three succeeding circus trains.

The other end of the dining tent is filled with tables for the staff and the performers. Checkered table cloths cover the tables on this side, but the workingmen's tables are not forgotten. They are covered with oilcloth. Paper napkins are the rule on both ends, which are separated by a canvas drape.

Flanking this dining tent, in which 1,600 people are served three very palatable meals daily, is the kitchen. Here 74 chefs, helpers and waiters function. There is also a dining tent, to one side of the kitchen, for the colored workingmen. They, too, are served the same foods as all the rest, the general manager included.

Maybe they're adding flapjacks to the menu this morning. If so you'll be fascinated, for the chefs will be tossing them so that they fairly fill the air above the ranges. But, if you don't like flapjacks, don't worry—that is, if you wangle an invitation to breakfast. For every person with the Big Show has the

privilege of ordering. There's a variety on every menu, be it breakfast, lunch or dinner. There are three kinds of meat, even at lunch, which is the lightest meal of the day.

Maybe by this time the staff and performers are coming in groups, in families, in couples and singly into their end of the tent, the second, third and fourth sections of the circus trains having arrived. They all move to their assigned places at table, as every person has a permanent seat for the season. Of course, families are seated together, and so are acts, large or small. There are two staff tables. The side show people have tables to themselves, and a fairly successful attempt is made to place congenial people together. This will seem to be the case for anyone looking on, for there'll be much laughter, no little amount of kidding and a great deal of shop talk, naturally.

Over here at a single girls' table, there'll be talk about the smart stores in the city, and there'll be plans made to visit them before the matinee or between shows. Women at other tables will join in the discussion, and that may mean quite a break for local shops.

At another table a group of flying act artists will be arguing over a new trick, and they'll agree to work it out at practice hour, which is after dinner, before the front doors are open for the night performances. There, riding act families will be discussing a horse that some local fancier wishes to show them.

One is struck by this fact. Circus people, while cheerful and courteous at table, are not picnicking. They eat as though they were in their own homes, as they should, for they are in their own dining room. The waiters move among the tables in clean white jackets, and they are as attentive as the average waiter in a restaurant. They strive to please, for they are tipped at each week-end. Besides, they are carefully supervised. The steward of the show, who is boss of the entire Hotel Ringling, in always about seeing that all goes as it should, just as would a maitre de hotel.

Everything that is in season is served. Chicken dinners are common. Melons, corn on the cob, all fresh vegetables are on the menu, which, however, is not written out. The waiters reel it off, just as waitresses used to do in American plan hotels.

It is surprising that everything is so clean, so fresh and that everything is so well cooked and well served—that is, it is surprising to one who does not know the Big Show. There is nothing on the Big Show that is second rate, considering the fact that the whole vast layout will be a hundred miles or more away tomorrow.

Sixteen hundred meals three times a day! Quite a lot of orders, that.

Here are some of the items on the steward's list for today:

226	dozen eggs
2,470	pounds of fresh meat
2,220	loaves of bread
285	pounds of butter
30	gallons of milk
1,800	pounds of fresh vegetables
200	pounds of coffee and tea
110	dozen oranges
2	barrels of sugar
36	bags of table salt
50	bushels of potatoes
3,600	ears of sweet corn
350	pounds of salad

The Hotel Ringling steward also orders crates of fresh stuff for the menagerie animals—oranges, carrots, bananas and so on.

All of his supplies are, of course, purchased locally, as is his coal and wood. Contracting agents, five or six weeks ahead of the show, look after much of this. The steward himself often leaps ahead into a city to buy up fresh stuff. There is never any dearth of good food in the Hotel Ringling. The last meal of the day is served from about 4:00 to 5:30 P. M., for, after that, the hotel is razed, loaded into its wagons and is hauled to the runs, where it is again ramped up on the flat cars of the first section.

Breakfast tomorrow will likely be served in another state, some 140 miles away.

A CIRCUS DAY PARTY

By
MARGARET LOCKWOOD ANDREWS
Author of
"The Complete Book of Parties"

A Circus Party Table, using a Circus Tent and Animals as a Centerpiece.

ONE of the most enchanting seasons of the year is circus time. It has a certain magic all its own that descends on both young and old, rich and poor, the moment it arrives.

We thrill at the thought of seeing once again this enormous party which moves with such breath-taking speed. We remember the gigantic tents which emit pleasant odors; sawdust, new hay, freshly roasted peanuts and animals. Our enthusiasm for the daring and glittering costumes, the magnificent wagons, resplendently bedecked with colored mirrors and weird gilt carvings is again stirred.

We long for another look at the great red and blue rings filled with sawdust where the acrobats and clowns risk their necks for our amusement, and for a familiar tune played on that musical marvel, the calliope as it goes puffing and blowing around the giant big top.

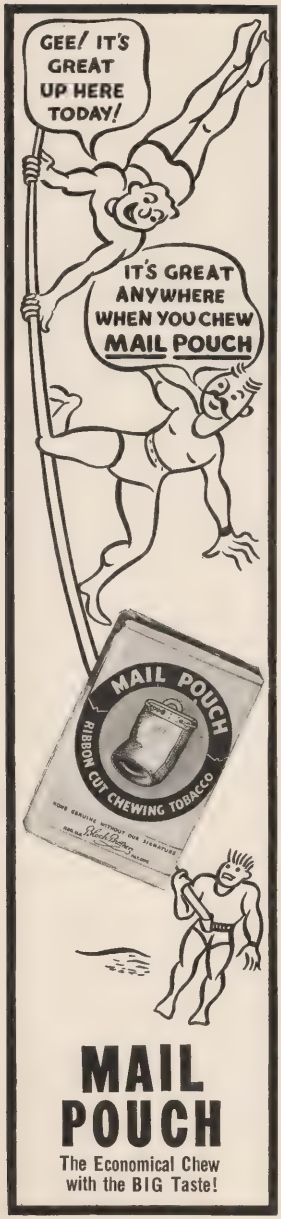
If such magnificence intrigues you, and I am certain that it does, why not give a circus party when you are next entertaining? Such parties are lots of fun, and quite simple to plan.

A Circus Party

The fun of this party begins with the opening of the invitations. These are written on crepe paper hats and mailed in large envelopes. They bid everyone to come in costume.

To create a circus atmosphere, you must first concentrate on a tent. Alternate strips of orange and white crepe paper may be stretched from the height of the windows to the center of the ceiling. This makes a very realistic tent top; and, for the sides of the tent, use strips of white crepe paper. Cut pictures of animals of every size from old magazines and paste them

[*Continued on page 78*]



A Circus Day Party

[*Continued from page 77*]

around the walls of the "tent." If real circus posters are available, these may be used instead of the cutout pictures. Boxes may be used for "circus seats." On one side of the room erect a lemonade stand, and on a long bench place the boxes for the menagerie.

If the party is held in a large barn or in a play room, a sawdust ring may be erected for the purpose of playing several games. The ring should be made of board about six inches high. Four long ones forming a square and filled with clean sawdust will do perfectly for the "ring."

The Menagerie . . . .

Arrange a series of boxes on one side of the tent at convenient heights. These may be wood or cardboard with a peep hole at one side. They should be labeled "The Missing Link," a link sausage; "The Great African Baboon," the person's own image reflected in a mirror at the bottom of the box; "The Sweetest Thing in the World," a lump of sugar; "The Largest Hare in the World," a single hair, and "The Silly Ewe," another mirror trick.

Games . . .

The following are all good circus games:

Stunts

Place a narrow tape down the center of the room or ring, and let each person in turn walk the length of the tape while looking through the large end of opera glasses. Next, see who can throw an inflated balloon the farthest, and make the highest and longest jump while blindfolded. Next blindfold two persons, start them at opposite ends of either room or sawdust ring, and bid them find one another and shake hands.

Balloon Tag

Divide the players into two equal sides, separated by a cord stretched across the room at a height of four feet. Then let the leader toss a toy balloon between the opposing lines. The object of the game is for each group to try to keep the balloon on the other side of the cord by hitting it with their hands. Each side, as it succeeds in getting the balloon over, scores five. Continue playing this game until one side has a score of fifty points.

Catching the Lion's Tail

One player becomes the "Lion." The rest form a line with hands on one another's shoulders. The object of the "lion" is to tag the last player in the line as it winds in and out. The other players, of course, try to prevent him from doing this. Should the last player be tagged, he then becomes the "lion," and the original "lion" goes to the head of the line. Care should be taken not to break the line.

Table Decorations

The five-and-ten-cent stores carry such an assortment of circus novelties that it will not be difficult to make a selection with which to carry out this table decoration. A small tent is placed in the center of the dining table. Around the tent is strewn clean straw, sawdust or excelsior. Marching around this and down both ends of the table are animals of every description, elephants, lions, bears, etc. Small dolls and clowns are also a part of the decoration. Balloons, horns and other noisemakers complete the setting. While the guests are enjoying refreshments the "calliope" (a Victrola) may play a stirring march or two.

Circus Menus and Recipes

Anything that can be easily prepared and served quickly is proper food for this circus.

Here are two good menus:

Sandwiches cut with animal cutter
Double ice cream cones
Cookies in animal shapes
Pink lemonade

Chicken salad in paper cups
Olives Pickles
Jelly sandwiches
Hot peanuts Stick candy
Hot chocolate

Circus Cookies

1 cup shortening
1 cup sugar
2 eggs
1½ teaspoons vanilla
2½ cups flour
1 teaspoon baking powder
½ teaspoon salt

Cream the shortening and sugar together. Add beaten eggs, vanilla. Sift flour, baking powder and salt together. Add to the first mixture. Blend thoroughly and place in the refrigerator to chill. When ready to use, roll out dough, and cut cookies with animal cutters. Arrange on cookie sheet and bake in a moderate oven about ten minutes. Do not allow to become too brown. This recipe makes four dozen good-sized cookies. They may be baked plain or decorated with nuts, raisins, etc., to make exciting animals.

Doctor Tells How to Strengthen Eyesight 50 Per Cent. in One Week's Time in Many Instances

* * *

A Free Prescription You Can Have Filled and Use at Home

* * *

Philadelphia, Pa.—Do you wear glasses? Are you a victim of eye strain or other eye weaknesses? If so, you will be glad to know that according to Dr. Lewis there is real hope for you. Many whose eyes were failing say they have had their eyes restored through the principle of this wonderful free prescription. One man says, after trying it: "I was almost blind; could not see to read at all. Now I can read everything without any glasses and my eyes do not water any more. At night they would pain dreadfully; now they feel fine all the time. It was like a miracle to me."

A lady who used it says: "The atmosphere seemed hazy with or without glasses, but after using this prescription for fifteen days everything seems clear. I can even read fine print without glasses." It is believed that thousands who wear glasses can now discard them in a reasonable time and multitudes more will be able to strengthen their eyes so as to be spared the trouble and expense of ever getting glasses.

Eye troubles of many descriptions may be wonderfully benefited by following the simple rules. Here is the prescription: Go to any active drug store and get a bottle of Bon-Opto tablets. Drop one Bon-Opto tablet in a fourth of a glass of water and allow to dissolve. With this liquid bathe the eyes two to four times daily. You should notice your eyes clear up perceptibly right from the start and inflammation will quickly disappear. If your eyes are bothering you, even a little, take steps to save them now before it is too late. Many hopelessly blind might have been saved if they had cared for their eyes in time.

FREE Send us your name for free booklet, "Stronger Eyes and Better Sight." Yalmas Drug Co., Dept. C-4, Rochester, N. Y.

Big Top Rhythm

[*Continued from page* 12]

one of those rare bits of Americana, an Indian medicine show, in 1916 when he was offered a contract with the 101 Ranch, which was then featuring Buffalo Bill Cody. He accepted.

After several years of the wild west, the cornfed cornetist, yearning for more worlds to wave his baton over, accepted a commission as leader of the band of the International Circus, a European winter favorite.

In 1919, he came to Ringling Bros, recognized as the finest director afloat in the world of circus music, and amply qualified to direct the tuneful destinies of the Greatest Show on Earth.

It has been said that Merle Evans, poised lightly before his 25 musicians, one eye on the score, one eye on the performance, holds the pulse of the entire show in his hand. Everyone of the seven acts appearing simultaneously on the stages, in the rings—or above them—depends upon him for their cues. In every instance the success of the act, and in many, the lives of the performers, depend upon him.

These are responsibilities to which Merle Evans has become accustomed. The circus has faith in him and he has faith in himself. So far both have been justified.

Not the least of a circus bandmaster's tasks is the arranging of the musical program for the performance. The nature and tempo of each act must be considered, and a dozen minor details of a technical nature each have a bearing upon the arrangement. Each changing act demands a change in the musical background, yet the entire program must be blended into a smooth breakless unit.

To assist him in this gigantic task, Merle Evans has assembled a library of music, gathered from the far ends of the earth. Valued at over $10,000, this library is one of the most representative private collections in existence.

From this library, he emerged each spring with a two and one-half hour program, welded into a unit, and needing only final refining touches before it is ready for use.

A few days prior to the annual spring opening in Madison Square Garden in New York, the members of the circus band gather for a brief series of rehearsals. Each a talented and accomplished musician, the bandsmen speedily master the new routine.

Probably the most important part of these rehearsals is devoted to mastery of the cues for the various acts. In last year's program there were 160 of these musical cues, each one a "go" signal for the thrilling climax of some circus stunt. They are of supreme importance.

The circus band, for obvious reasons, is largely brass, with clarinets, trombones, cornets, saxophones and French horns, very much in evidence. Drums play an important part, especially in the accentuation of the more breath-taking of the big top performances.

Circus music must be tumultuous, exciting—must build up to magnificent climaxes, pass them and continue until the program's end without a break. It's an exacting business, any circus musician will tell you.

Merle Evans, now in his 19th season beneath the big top—19 seasons without missing a single performance—agrees. It can be tough, when the rains pour down and the lot is knee deep in mud, when a frigid spring wind roars through the tent, or when the fires of hell shine down from the midwest's summer heavens.

Yes, it can be tough, even to a Kansas farm boy with a cornet and a yen for greener pastures.

It can be tough.

But he likes it.

FAMILY LIFE

Little Tommy tumbled downstairs

Sister Sue sliced the bread

What Ned got on the bathroom floor

FAMILY LUCK

● **For more than forty years Absorbine Jr. has been a favorite home remedy for relieving sore muscles, muscular aches, bruises, sprains, abrasions and Athlete's Foot.**

For a free sample, write to W. F. Young, Inc., 415 Lyman St., Springfield, Massachusetts.

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OUT COMES THE CORN

Triple-Action Method Instantly Relieves Pain Removes Corns—Prevents Their Return!

A remarkable, new development in foot relief was created when Dr. Scholl's Zino-pads were perfected by this famous foot specialist. Apply these thin, soothing, healing, cushioning pads wherever the shoe rubs, presses or pinches your toes and feet and you'll have instant relief from pain and prevent blisters. Put them on irritated toes caused by new or tight shoes and you'll stop corns before they can develop!

Use Dr. Scholl's Zino-pads with the separate *Medicated Disks*, included in every box, and your corns or callouses lift out—safely, painlessly.

Dr. Scholl's Zino-pads are waterproof, do not stick to the stocking or come off in the bath. Easy to apply. Sizes for Corns, Callouses, Bunions, Soft Corns between toes. Cost but a trifle. Sold everywhere.

Dr. Scholl's Zino-pads

Smooth, easy sweeping performance—modernly styled . . that's the modern Bissell. Whisk up crumbs, scraps, dust and dirt without bother or fuss. No cords . . . costs nothing to run. At reliable dealers everywhere.

BISSELL CARPET SWEEPER CO.
GRAND RAPIDS • MICHIGAN

Spring And The Circus

[*Continued from page* 58]

People are always asking that. They are astounded when they learn that the Big Show plays mostly one-day stands, moving at night to the next city or town. The stands played longer than one day are: New York, a month; Boston, a week; Brooklyn, a week; Philadelphia, a week; Washington, three days; Baltimore, two days; Cleveland, two days; Pittsburgh, two days; Detroit, three days; Chicago, nine days, with the big top, menagerie and side show tents up on the turf alongside Soldier Field stadium; St. Louis, two days; Denver, two days; Los Angeles, a week; Seattle, two days; Houston, two days; New Orleans, two days, and Miami, two days. The show alternates each year its closing stand, with Tampa and Miami taking turns, depending, for this booking, however, on local conditions.

Such cities as Buffalo, Cincinnati, Columbus, Indianapolis, St. Paul and Minneapolis, Salt Lake City, Omaha, Atlanta, Birmingham and San Antonio are one-day stands. Dallas was played two days last season. Kansas City has been a two-day stand, and it may be again. These are all corking good circus towns, but the Big Show can play to over thirty thousand people at a matinee and a night performance in a single day, and that, good people, is a lot of patrons, even for a city of 300,000 population.

How can the show load and move its mountains of equipment, give two performances daily, without missing cities entirely here and there?

The Big Show never misses. It can jump two hundred and sixty miles a night and be on time with its matinee. The answer is—system, with man power, horsepower, motor power and its four great, steel railroad trains of 100 double-length cars. Of course, these would not suffice were it not for chiefs, department heads, bosses and expert workingmen who know their business and their show inside out. Think of it! Forty-one tents, large and small, are torn down at night; 1,600 people and 2,000 animals have been at home in them and working in them all day; 267 great baggage wagons have been unloaded and now loaded again; 16,000 chairs and seats, with tons of jacks, stringers and planks have been erected and torn down; a veritable forest of rigging has been hoisted and lowered; seven rings and stages have been erected and demolished; dressing tents, side shows, horse tents, cookhouse and dining tents have been filled with paraphernalia all day and now loaded once more—all this rolls off the lot in wagons by midnight, and at 12:30 A. M. one can comb that 17 acre lot and find not a lost or misplaced article. System, of course.

But, primarily, the Big Show makes time through the fact of its hugeness. That hugeness requires four trains. The first train leaves town at 10:30 nightly, bearing the cookhouse and dining tents and equipment, which is loaded around 7 P. M., following the evening meal; the draft horse tents, torn down before dusk, and the menagerie, which is torn down, almost as four, six and eight-horse teams yank cages from beneath its canvas. As soon as it is loaded on the train in its wagons, that train—the first section, or "flying squadron"—is ready to ramble over the rails to tomorrow's stand. At 10:30 P. M., it is moving out of the yards.

The second and third trains, each, as does the first, carrying sleepers and horse cars for the men and animals working those sections, roll out of town around 1 A. M., with the big top, dressing rooms, side show, auxiliary tents, seats, poles, rigging, baggage—all loaded on wagons and ramped upon flat cars. Side show people and some minor staff people ride in the Pullmans on the third section, but the staff, proper, and the performers ride on the fourth section, which leaves town around 2 A. M., carrying also the ring stock and elephants

[*Continued on page* 86]

Curb Constipation
—*Without Laxatives*

Medical Science has discovered in the human system a natural laxative fluid that combats constipation more efficiently than many laxatives that act directly on the intestines.

Bile . . . Nature's Own Laxative

This natural laxative fluid is called bile, a fluid generated by your liver. Your system should develop three pints of bile daily. When this bile flow falls below normal, constipation, acid stomach and lost vitality follow inevitably.

Make This Test

Stop shocking your intestines with violent purgatives. Give bile, Mother Nature's laxative, a chance to help you overcome constipation.

Sargon Soft Mass Pills

Tend to stimulate a normal bile flow and thus help to correct constipation a natural way. Try Sargon Soft Mass Pills and compare the results.

A TIME TESTED HEALTH BUILDER

The duties of a good Tonic are to increase strength and vitality and to promote physical fitness.

SARGON

Is designed to do this, and it has helped thousands regain their good health.

Get sound refreshing sleep—Eat with a hearty, keen appetite—Have that rugged glow of health—increase your bodily vigor and get a new lease on life at once with the help of this wonderful medicine. When you are not feeling just right, give it a trial.

Sargon and Sargon Soft Mass Pills are for sale at all drug stores, or write G. F. Willis, Inc., Atlanta, Ga.

Just A Few Looks Into The Lives Of The Big Show Artists And Workers

[*Continued from page* 74]

largely, they hail from circus families. Of course, this goes for the men, too. It's a family business, this circus trouping. However, as was stated before, many of the new lovelies have been within the last year or so recruited from other sources.

And because it is so, let us read again something said about these families last year, because it will show why they are with The Greatest Show on Earth, why they must be with it and why they are happy with it:

"There is a family of sixteen hundred members that is like no other family in the world. It is composed of small household groups and single men and women who speak sixteen different languages, yet its loyalty to the family flag under which it has its being is admired the globe around. It is a family that is here today and gone tomorrow. It is a family that finds its play in its work, for its work is play.

"It is the Big Show family—the Ringling Bros and Barnum & Bailey Combined Circus family—and its clan spirit is born when its members are born, whether they first see the light of day within hail of the circus trains or in the vans of a tiny wagon show on the plains of Hungary. For no matter where these circus people follow their calling, the end of the tanbark trail for them—their ultimate goal—is The Greatest Show on Earth."

Behind The Spangles

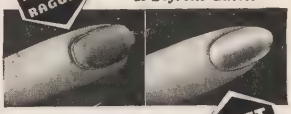
[*Continued from page* 52]

Show. Perhaps it is because sometimes at night, when the air is soft and the band is playing, and the moon is hanging low over the uneven ridges of the big top, the lowliest workman may halt in his labors and feel the same emotions which throb in the heart of the most highly paid performer.

For in the circus, life is not gauged by money. It is not measured by position, not by plaudits or applause. Its caliber lies in what one gives to the circus and what the circus gives in return—the man who drives the stake and the man who turns the triple somersault have something in common.

"This is mine. It is my world. I work for it and it works for me. It lives because of my effort. It gives me my existence, my happiness, my comfort, my shelter. Can I give it less than my love?"

DON'T CUT CUTICLES



Smart New Cosmetic Beautifies Nails While It Softens Cuticle

This clever new preparation removes tough, dead cuticle without scissors, and at the same time keeps nails flexible and easy to shape. It brings out their natural beauty. It is a cuticle remover, a cuticle oil and a stain remover, all in one.

You may not have time for long, expensive manicures, but with Manicare you simply brush your fingertips a minute a day, to keep nails nice. No hangnails or brittleness. 35c at druggists.

Trial size at 10c stores

Courtenay's

MANICARE

BACKACHES
DUE TO MOTHERHOOD

Those months before baby comes puts such a heavy strain on mother's muscles, that she frequently suffers for years.

Allcock's Porous Plasters do wonders for such backaches. They draw the blood to the painful spot—whether it be on the back, sides, legs, arms or shoulder. This has a warm, stimulating effect, and the pain soon vanishes. It takes only 2 seconds to put on an Allcock's Porous Plaster, and it feels as good as a $2 massage.

Over 5 million people have used Allcock's, the original porous plaster. It brings quickest relief. Lasts longer. Easy to apply and remove. 25c.

ALLCOCK'S
the original
POROUS PLASTER

IF YOUR HAIR COULD TALK

IT WOULD ASK FOR THIS SPECIAL TREATMENT AT THIS SPECIAL PRICE

Everything you need for scalp and hair health.

Herpicide Antiseptic Shampoo for thorough cleansing—Herpicide Hair Tonic for invigorating and conditioning the scalp—Herpicide Massage Applicator for stimulating circulation! All for less than the price for the tonic alone. Isn't it worth 99c to get rid of dandruff, itching scalp and promote hair growth? At drug, department stores and barber shops.

DIARRHEA

Due to imprudent diet, changes of drinking water or sudden climatic changes may become serious if neglected.

DON'T DELAY—Quickly relieve the unpleasantness and check this condition by using

WAKEFIELD'S BLACKBERRY BALSAM COMPOUND

Besides checking the excessive bowel action, it quiets the distress, neutralizes the excess acid condition and leaves the bowels in condition for nature to resume regular action.

Its merit has been proven by 91 years of home use.

Keep a bottle in YOUR home ready for emergencies.

SOLD AT ALL DRUG STORES

50c & $1.00 a bottle

The Amusement World Bows To The Greatest Show On Earth

[*Continued from page 22*]

doing a common, single trapeze number! There are sixteen Chinese now with the Big Show, several of them young and pretty women, who can do stunning trapeze acts, but there is not a place for them in the Big Show's fast aerial company, so they remain in their own family novelty offering. And so it very often goes—acts that look great with smaller shows, in theatres and with the European permanent circuses, simply cannot qualify in a performance presented by 800 outstanding artists of the entire world. Only the pre-eminent stars of foreign lands come under the colors of the Ringling Bros and Barnum & Bailey circus.

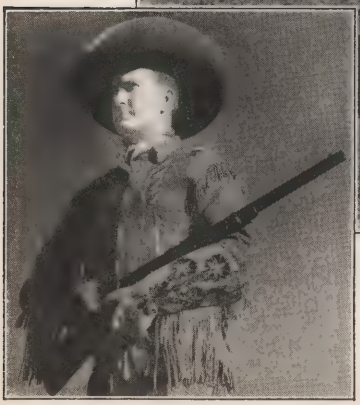
Each winter the Big Show's director of personnel visits every European country in quest of new feature acts. He seldom finds the acts he wants on the lists sent back by the show's Continental agents. Of course, he has looked again and again at the acts working in the top spots of Europe, and many of them he has brought back to the Big Show. The others, because of some lack of personableness or showmanship, he has been forced to decline. Now, he finds acts in the out of the way places—young people fighting upwards, getting toe-holds. If they have the skill, the looks and the spark that is showmanship, he rushes them back to Sarasota, the show's winterquarters, where experts polish them for the fierce competition of the seven ring and stage program, where only the world's headliners perform.

But he is helped in one respect, no matter in what country he visits. Every artist knows of the power and the prestige of The Greatest Show on Earth. All yearn to be one of its performers. All hope to be some day one of its stars. Even in Russia, they all hope, those Soviet circus performers, that they may yet join the world's mightiest circus. Last winter in Moscow this executive almost engaged an act, with official consent, too. But, when contracts were filled out, he found eight extra people listed—as managers! Six actors, with eight managers, was indeed an idea, something like the Central American navy with one sailor and twenty admirals. So our hero smiled his way across the border and hired an Austrian troupe of about the same calibre, but with one manager, who starred in the act.

But the quest is ever on. It takes a lot of doing to keep The Greatest Show on Earth up to its title. But it's being done, today, tomorrow and forever.

COL. TIM McCOY, Idol of American Youth

Right—The Flying Cossack Pyramid, a feature of COL. TIM McCOY'S Exciting Wild West



The screen's outstanding western star, plainsman, soldier, friend of the Indian, with his congress of rough riders of the world and Council of Plains Indians, is greeting patrons of The Greatest Show on Earth this season.

The straight shooting, hard riding hero of millions of American boys and girls, is heading his own wild west, with cowboys, cowgirls, Cossacks, Mexican vaqueros, Australian bushrangers and Indians racing at the flying heels of his gallant stallion.

RUDY RUDYNOFF, world's foremost trainer of liberty horses and one of his superb performing thoroughbreds with the Ringling Bros and Barnum & Bailey Combined Circus

A cough drop which also helps build up your alkaline reserve!

LUDEN'S Menthol Cough Drops

now contain an **ALKALINE FACTOR**

You'll notice no change in Luden's refreshing taste nor in the quick, soothing way they bring relief. But now when you Ludenize . . . you also contribute to your alkaline reserve. Keep a box of Luden's handy; and *use* them at the first sign of a cough, cold or irritated throat.

5¢

Beauty and Fashion Get Together

By Patricia Gordon, Beauty Editor Of The Air

"HARMONY of Make-up and Costume" is the interesting subject occupying the attention of smart women today. It seems amazing that both costume and make-up were in existence a long while before anyone thought of establishing harmony between them. Dress design, of course, is a very ancient art. Natural looking make-up is a very recent art. And harmonizing costume and make-up is a modern development.

The beginning of make-up art in America was quite as crude as some of the early attempts at dress design. Thirty years ago, the average house-wife had little opportunity to study costume design. Patterns were distributed by mail. Families were larger than today, the choice in ready-made dresses was limited, even in the largest department stores. So dress design was mainly in the hands of amateurs.

Neither was there any artistic make-up as we know it. It is true, make-up was then in use on the stage, and was beginning to reach out into social life. But stage make-up always is extremely artificial. Thus make-up for street wear was handicapped by having its beginning in the theatre. A natural-appearing make-up for every day social life was not even dreamed of then. But neither did they have stream-line cars, chiffon hose nor any of the countless beautiful things we now enjoy. Everything was crude. Take rouge, for example, which is the keynote of make-up. In the beginning it was a flat, unmodified red—with no power to change on the skin—no subtle undertones nor overtones to give natural appearance. Even the word "rouge" is, as you know, merely the French for red.

Now, believe it or not, the earliest rouge deserved the name "red." It was a single tone, unqualified; it had no power to change when applied—it was, in truth, as raw as old-fashioned plush upholstery. This early rouge, so crude and unrelated to flesh tints, gave the wearer a hectic, bedizened look. It also made the unrouged parts of the face jaundiced by contrast. To remedy this, the women covered their faces with a ghostly white powder made of either chalk or starch. We know that the lightest human skin is far from white. Naturally, the chalk powder gave an artificial look. The reputation of make-up—and of its users—suffered accordingly. Make-up, as it stood then, had few friends and hardly deserved to have any.

I have given you this bit of ancient history merely to emphasize the contrast with make-up of today. Make-up is now a delicate art. When applied to the skin—it blends and modulates, duplicating nature's rosy cheek. The word "paint" is seldom heard any more.

One of the first improvements in rouge was an evolution from one shade to three or four. Manufacturers spent many advertising dollars trying to show women which one of two or three shades fitted their type. I remember color advertisements showing girls of different complexion types which attempted to show the exact shade of rouge considered suitable for each. But the actual results were often far from satisfactory. There are so many slight variations of type that a flat, unchanging color could not possibly be made to suit all. So the idea of matching types with rouge shades was eventually given up. The real problem—a rouge that would blend naturally with any complexion—was finally solved.

Flat, single color-tones have been abandoned. A duo-tone process has given us compound shades to harmonize with both flesh and costume at once. There is an undertone which changes when applied to the skin, and so matches each individual complexion type. The overtone—that is the dominant color of each shade—can be chosen to harmonize with any color in a costume.

The fashion-wise were quick to recognize the fitness of a vivid rouge with sports costume, the harmony of a medium—soft-toned rouge with pastel frocks, and the romantic effect of a deeper, richer shade with dark ensembles.

All this is of great importance to the costume designer. Experience has proved to me that make-up should provide a color harmony with costume, more often than a color contrast. I saw a striking illustration of this fact quite recently. A very beautiful woman wearing an ensemble of deep wine red was also wearing the lightest orange lip rouge. The lip rouge shade was very detrimental to her otherwise perfect appearance. A medium, or even dark shade would have been harmonious.

Face powder now comes in natural shades and in softer textures than in former times. Chalky and starchy powder are fast disappearing. Almond base is used to provide a softer, more velvety powder. The result is that women can now beautify the face without looking powdered. That is most important. A common mistake with women is to form a liking for a powder shade not really becoming to them. There are still any number of women who insist on falling head first into the flour barrel in spit of the charming rose and ivory tints now available in powders. Women should realize that skin is not white. Many golden blends have a fascinating honey and amber skin tone . . . the beauty of which is lost in a pink-and-white make-up. Often an ochre shade powder will bring out the full natural loveliness of such a complexion tone. Very often the dark-haired girl with fair skin is an ideal subject for the pink-and-white make-up. It is to prevent women getting into a rut with the wrong make-up that I always advise—have at least two or three shades of rouge and powder—choose your day's make-up to suit your costume and the occasion.

Speaking of Elephants

[*Continued from page* 31]

months prior to birth, all of which is, extremely impractical from the circus standpoint. It's cheaper to buy them in India at the age of six months.

One little last point—many people ask me how long it takes to teach an elephant a trick or routine, and wonder when I can't tell them. The answer is simple. It depends entirely on the elephant.

For example, I taught one of our bulls to do a two-legged hop in the remarkably short time of three days. But once, I struggled for five months to teach the same trick to one of the smartest members of my herd.

GAS AND ACID STOMACH

Requa's Charcoal Tablets are the old fashioned NATURAL remedy for Acid and Sour Stomach, Bad Breath or Flatulency. Try one or two for that bloated after eating feeling.

Harmless, effective, tasteless and inexpensive.

Absorbs LIQUOR ODORS.

Three Sizes—15c, 30c, 60c.

AT ALL DRUGGISTS

Send For FREE Sample. Dept. Z

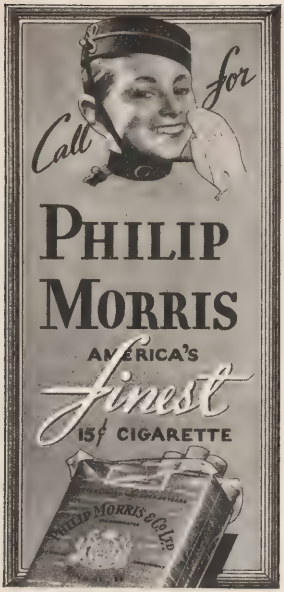
REQUA MFG. CO. INC
BROOKLYN NY — EST. 1879

SPECIAL TUBES

DOCTORS ALL AGREE IN ONE WARNING "DON'T BREATHE THROUGH YOUR MOUTH!"

Dust and germs n the air are dangerous. The nose is constructed to protect the lungs. Users of OZOJELL Pronounce it "in a class by itself." A large Tube sufficient for 30 day's treatment will be sent prepaid for 60¢, or 3 Tubes for $1.50, Postal Money Order. So certain are we that you will be greatly benefited we will return your money if not entirely satisfied.

T. A. SLOCUM CO.
550 Pearl Street New York City



WORK CLOTHES
that can
stand the gaff!

You men who know your jobs—you know what QUALITY means in work clothes.

You know that Sweet-Orrs, with solid comfort and trim appearance,

WEAR.... AND..
WEAR.. AND
WEAR!

ASK FOR
WORK CLOTHES
BY
SWEET-ORR
NEW YORK

"Is Beauty An Illusion?"

[*Continued from page 27*]

smile into your mirror and where the cheeks are raised, apply your rouge so that the point of the V is toward your nose. Rouge so applied follows Nature's own pattern, exactly as it should for the most beautiful effect. This method also adds to the illusion of beauty by intensifying the color of your eyes, accentuating their size and brilliance. Another trick—always rouge before you powder. In this way, the color shows through enchantingly from beneath—just as natural color shows through the skin. The correct application of powder does much to heighten the illusion of beauty. Powder the neck first, using a little more than you do on your face. There is always a natural shadow beneath the chin. The extra amount of powder on your neck lightens the shadow and improves the oval of your face.

One more thing. There is a face powder made with an exclusive almond base to beautify your complexion perfectly—yet actually be invisible. That suggests almost magic, doesn't it?—an illusion of youthful beauty, created in a new and mystical way. Almond base powder assures a smooth, lasting finish—never a chalky appearance. Also, the almond base has made it possible to create truer, more beautiful shades—shades that bring out the full, natural loveliness of the individual complexion tone. The effect is one of soft, translucent beauty—the adorably fresh look that women envy and men admire. In short—the illusion of beauty every woman wants.

And there is no greater gift, no possession or talent or quality, a woman can have that is so potent as the illusion of beauty. How foolish it is, how wasteful to wear every day the same dull, uninteresting complexion when the famous harmonized make-up products are so abundant, so excellent, so natural in result, so easy to use!

Spring And The Circus

[*Continued from page 80*]

in stock and elephant cars. There are no circus flat cars on the fourth section. It carries over a quarter of a mile of Pullmans.

The time saving device is that of train dispatching. The first section is well on its way to the next town before the big show performance is over in today's stand. Often it arrives in the next stand before the last of the trains has left the preceding town. Now and then, the first section will arrive in the next town, unload and have its cookhouse and dining tents in operation, its horse tents and menagerie up before the fourth section is out of yesterday's town. But that's nothing. The physical show is on the first, second and third sections. If the third gets in by noon, the matinee will be on time. The fourth will make the grade if it is delayed even until 1:30 P. M., in arrival. But, ordinarily the whole show is in town by 8 A. M., often earlier, as the average Big Show jump is 100 miles.

Don't experiment, use the best that's stood the test for more than fifty years

"STICKS TO ITS JOB"

For repairing China, Glassware, Furniture, Meerschaum, Vases, Books, Tipping Billiard Cues, etc. At Dealers, 25 cents or mail.

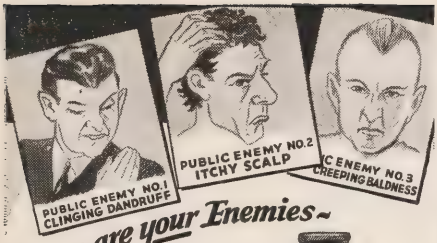
1876

1937

Also Major's Rubber Cement, just the thing for folks to have on hand when a patch is needed on an auto top, umbrella, or any soft rubber article, 20c per bottle. 5c postage if ordered by mail. You can purchase our cements at druggists, hardware, general stores, or direct.

MAJOR MFG. CO.
461 Pearl Street New York City
Established 1876

But to those of us who have been with the Big Show many years, the marvel of its moving is ever a marvel. We see it come through storms, killing heat, floods, blows and disaster—on time. We see it go entire seasons without missing a performance, jumping sometimes over 250 miles on week-day nights, over 400 miles on Saturday night runs to Monday towns. We see it pulling on and off muddy lots, wagon hubs submerged, teams and elephants engaged in accomplishing the impossible as part of the day's routine. We watch the teams, almost galloping from under with the menagerie cages, as against the flares, the great waving, billowing spread of menagerie canvas flutters to the ground like a gigantic bat. We see the tall spars of menagerie and big top lowered as though they were soda straws. We see these things over and over. We become used to them. For weeks we give them no thought. Then, without reason, the marvel of it all strikes us. We feel a thrill of admiration, of pride. And then we know, system or no system, the force that moves The Biggest Thing On Wheels is man—the men of the Big Show.



These are your Enemies~

Banish Them With Good Old

Lucky Tiger

HAIR TONIC—

Clinging dandruff smothers and chokes new hair growth. That is sure. Creeping baldness usually results—and then it is too late to do anything about it. Why tolerate a condition that may lead to complete hair loss? Why put up with loose dandruff that covers your coat collar?

Try This Treatment—

Get a bottle of good old Lucky Tiger Hair Tonic. It will clean up the dandruff in a hurry. After each application give your scalp a vigorous massage. This adds tone and activity to your scalp.

CULTIVATE YOUR HAIR

LUCKY TIGER

VEG-E-LAY

HAIR DRESSING

"The De Luxe Hair Delight"

Everything that grows needs cultivation. Your hair is no exception. Use Veg-E-Lay—the de luxe hair dressing. It stimulates your scalp, dresses your hair perfectly; is not gummy or sticky.

Corrects Dry Hair

Veg-E-Lay corrects that worst of all scourges—dry hair. Dry hair is the leading cause of most baldness. Keep your hair in the pink of condition with Veg-E-Lay.

A Marvelous Hair Dressing

A few drops of Veg-E-Lay—and the comb and brush—your hair will remain well-groomed for days.

FAMOUS FOR 100 YEARS

TOWER'S

TRADE MARK

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WATERPROOFS

Let it rain, let it pour — you won't mind much if you're protected by the smart and practical

HANDICOAT

—one of Tower's most popular models, with many features usually found only in more expensive coats . . . raglan sleeves, convertible collar, patch pockets, storm tabs on the sleeves. Of course, the Handicoat has the same high quality of materials and workmanship typical of every Tower garment. Comes in Olive Drab or Blue, belted or unbelted.

You will find the Tower Line at better men's furnishings, sporting goods, and department stores. A wide variety of models for street and sport wear . . . from $5 to $12.50.

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IS SATISFYING MILLIONS

Best By Every Test

for THE BABY, SKIN, SCALP, HAIR AND COMPLEXION.

Lathers Freely
In Hot or Cold, Hard or Soft, Mineral
Alkali or Salt Water

Use Sayman's Vegetable Wonder Soap and Dr. Sayman's Salve to Relieve Itching and Irritation Due to Piles.

FREE SAMPLE COUPON

T. M. Sayman Products Co., St. Louis, Mo.

Please send me complete details of your Money-Making Proposition and Free Samples, without involving any obligation on my part.

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"WASN'T IT A WHALE OF A SHOW?"

ADVENTURES OF PEGGY LUX

WAR IN RUNFOBIA

PEGGY LUX HELPS GIRLS EVERYWHERE TO CUT DOWN STOCKING RUNS

PEGGY-YOU'RE WONDERFUL. ANOTHER GIRL VOWS SHE'LL NEVER AGAIN RUB HER STOCKINGS WITH CAKE SOAP

PEGGY LUX CONSULTANT

GOOD! WE'VE CONVINCED ALMOST EVERY WOMAN IN THIS TOWN THAT LUX CUTS DOWN RUNS! NO MORE WORK FOR ME HERE

MISS PEGGY - I'M FROM RUNFOBIA! OUR MEN AND WOMEN ARE AT WAR WITH EACH OTHER - ALL BECAUSE OF RUNS!

A WAR ABOUT RUNS? LEAD ON - MY PLACE IS IN RUNFOBIA

TELL ME MORE ABOUT THE WAR

WELL, THE MEN SAY RUNS KEEP THEM BROKE. THEY WON'T BUY US ANY MORE SILK STOCKINGS-

AT RUNFOBIA

MISS PEGGY-WE HEAR YOU HAVE A SECRET WAY TO GUARD AGAINST STOCKING RUNS!

IT ISN'T A SECRET, GENERAL! MERELY STOP RUBBING STOCKINGS WITH CAKE SOAP - THAT WEAKENS ELASTICITY. USE LUX - IT SAVES ELASTICITY, CUTS DOWN RUNS!

THE GENERAL SENDS PEGGY'S ADVICE TO HER ARMY-MEANTIME, PEGGY SLIPS INTO THE MEN'S CAMP TO TELL THEM THE WOMEN HAVE REFORMED AND IS CAPTURED

A SPY, EH? YOU ARE A PRISONER OF WAR!

STOP, MEN! THERE ISN'T A RUN IN EITHER OF HER STOCKINGS!

NO, AND IF YOU SPARE MY LIFE, THERE WON'T BE A RUN IN RUNFOBIA. I'LL HELP YOUR WOMEN CUT THEM DOWN - WITH LUX

WATCH FOR FURTHER ADVENTURES OF PEGGY LUX

Down With Runs!

In the War on Runs, Lux is an invaluable ally!

Lux preserves *elasticity*, so stockings *give* instead of breaking under strain so often. Harmful alkali—cake-soap rubbing—*weaken* elasticity. Then runs are apt to pop. Lux has no harmful alkali—avoids rubbing. Safe in water, safe in Lux!

LUX

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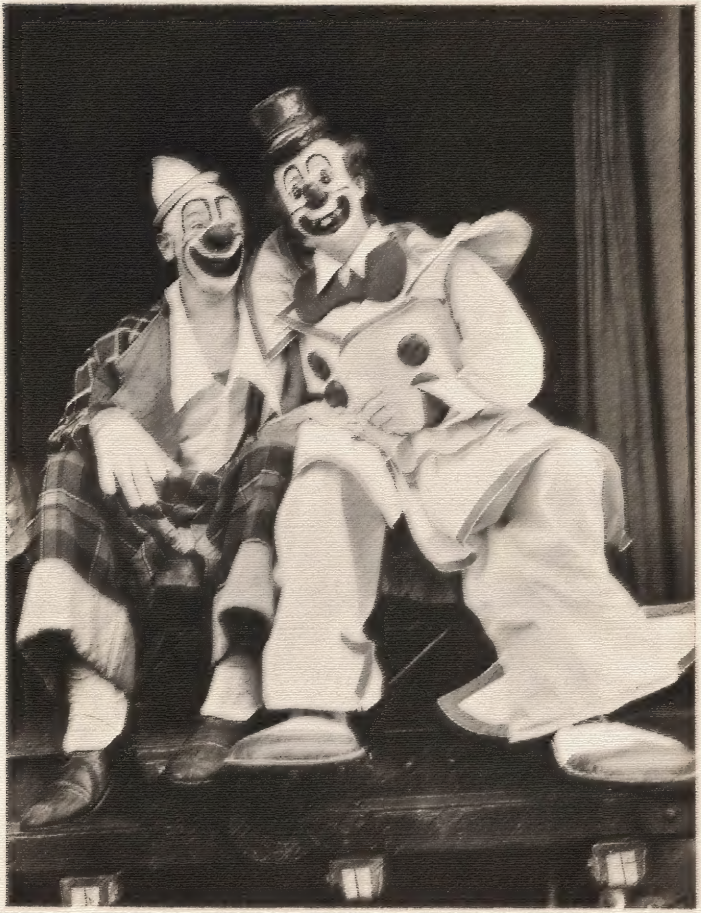
"WASN'T IT A WHALE OF A SHOW?"



Dawnination Scenes *McKay Photo*